

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 23, 1980

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	29.2	22,280
2	60 MINUTES	28.4	21,670
3	DUKES OF HAZZARD	27.8	21,210
4	REAL PEOPLE	26.8	20,450
5	M*A*S*H	26.4	20,140
6	THREE'S COMPANY	24.6	18,770
7	THAT'S INCREDIBLE	24.5	18,690
8	ALICE	24.4	18,620
9	DIFF'RENT STROKES	24.2	18,460
10	CHIPS#	24.1	18,390
11	HOUSE CALLS	23.4	17,850
12	ONE DAY AT A TIME	23.3	17,780
13	ARCHIE BUNKER'S PLACE	22.9	17,470
14	BIG EVENT	22.8	17,400
15	LOU GRANT	21.8	16,630

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DUKES OF HAZZARD	20.7	42,900
2	THAT'S INCREDIBLE	19.6	40,450
3	CHIPS#	19.4	40,210
4	DALLAS	19.2	39,680
5	60 MINUTES	18.8	38,920
6	REAL PEOPLE	18.7	38,780
7	CHIPS#	18.2	37,670
8	DIFF'RENT STROKES	17.5	36,230
9	M*A*S*H	17.5	36,210
10	BIG EVENT	17.0	35,070
11	ALICE	16.6	34,310
12	THREE'S COMPANY	16.5	34,220
13	ONE DAY AT A TIME	15.7	32,380
14	FACTS OF LIFE(S)	15.4	31,920
15	B.J. AND THE BEAR#	15.2	31,500
16	HOUSE CALLS	15.1	31,240

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	24.3	19,500
2	60 MINUTES	23.3	18,660
3	ALICE	21.6	17,320
4	REAL PEOPLE	21.0	16,800
5	DUKES OF HAZZARD	20.3	16,250
6	ONE DAY AT A TIME	19.9	15,970
7	M*A*S*H	19.6	15,670
8	DIFF'RENT STROKES	19.1	15,290
9	ARCHIE BUNKER'S PLACE	18.5	14,860
10	THREE'S COMPANY	18.5	14,810
11	PALMERSTOWN, U.S.A.#	18.3	14,650
12	HOUSE CALLS	18.1	14,490
13	FACTS OF LIFE(S)	17.8	14,290
14	JEFFERSONS#	17.8	14,240
15	AFI SALTUES J. STEWART(S)	17.7	14,150
16	THAT'S INCREDIBLE	17.6	14,130
17	LITTLE HOUSE-PRAIRIE	17.5	14,040

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	24.9	17,930
2	DUKES OF HAZZARD	19.3	13,900
3	DALLAS	18.7	13,450
4	REAL PEOPLE	18.6	13,430
5	M*A*S*H	18.1	13,030
6	THAT'S INCREDIBLE	18.0	12,950
7	ARCHIE BUNKER'S PLACE	17.4	12,560
8	BIG EVENT	17.3	12,440
9	ABC SUNDAY NIGHT MOVIE	17.0	12,280
10	ALICE	17.0	12,230
11	ONE DAY AT A TIME	16.9	12,160
12	CHIPS#	16.6	12,000
13	DIFF'RENT STROKES	16.3	11,760
14	CHIPS#	16.0	11,560
15	THREE'S COMPANY	15.9	11,460

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 23, 1980

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	22.8	11,370
2	M*A*S*H	20.4	10,180
3	CHIPS#	20.0	10,000
4	BIG EVENT	20.0	9,990
5	DUKES OF HAZZARD	19.3	9,630
5	THREE'S COMPANY	19.3	9,630
7	HOUSE CALLS	18.5	9,240
8	THAT'S INCREDIBLE	18.2	9,080
9	LOU GRANT	17.6	8,800
10	REAL PEOPLE	17.6	8,770
11	DIFF'RENT STROKES	17.5	8,740
12	BENSON	16.8	8,380
13	CHIPS#	16.8	8,370
14	QUINCY, M.E.	16.7	8,350
15	HART TO HART	16.5	8,210

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	35.8	8,710
2	ALICE	32.6	7,930
3	ONE DAY AT A TIME	30.9	7,520
4	ARCHIE BUNKER'S PLACE	30.7	7,460
5	AFI SALTUES J. STEWART(S)	30.6	7,430
6	PALMERSTOWN, U.S.A.#	27.4	6,660
7	DALLAS	27.3	6,640
8	JEFFERSONS#	26.8	6,510
9	REAL PEOPLE	26.5	6,440
10	WALTONS#	25.7	6,250
11	LITTLE HOUSE-PRAIRIE	23.3	5,660
12	STARMAKERS:BOB HOPE SPCL(S)	22.6	5,500
13	DIFF'RENT STROKES	22.3	5,430
14	FACTS OF LIFE(S)	22.2	5,390
15	DUKES OF HAZZARD	21.8	5,290
16	TRAPPER JOHN, M.D.#	21.0	5,100
17	CBS EVENING NEWS-CRONKITE	20.9	5,090
18	BIG SHOW	20.8	5,060

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BIG EVENT	19.2	9,130
2	ABC SUNDAY NIGHT MOVIE	18.9	8,960
3	60 MINUTES	18.6	8,850
4	CHIPS#	18.2	8,630
5	DUKES OF HAZZARD	18.1	8,600
6	M*A*S*H	17.9	8,520
7	THAT'S INCREDIBLE	17.3	8,220
8	DALLAS	16.9	8,040
9	THREE'S COMPANY	16.7	7,920
10	REAL PEOPLE	15.8	7,520
11	CHIPS#	15.7	7,450
12	DIFF'RENT STROKES	15.6	7,410
13	TENSPEED AND BROWN SHOE	15.5	7,350
14	VEGA\$	15.0	7,130
15	TAXI	14.9	7,090

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	37.6	7,190
2	ARCHIE BUNKER'S PLACE	31.6	6,040
3	ONE DAY AT A TIME	29.8	5,690
4	ALICE	28.3	5,420
5	AFI SALTUES J. STEWART(S)	26.2	5,000
6	WALTONS#	23.9	4,570
7	REAL PEOPLE	23.8	4,550
8	PALMERSTOWN, U.S.A.#	22.5	4,300
9	DALLAS	22.3	4,270
10	DUKES OF HAZZARD	22.2	4,250
11	BIG SHOW	20.9	4,000
12	JEFFERSONS#	20.9	3,990
13	LITTLE HOUSE-PRAIRIE	20.3	3,890
13	TIM CONWAY SHOW#	20.3	3,890
15	BARNABY JONES#	20.0	3,820
16	CBS EVENING NEWS-DEAN#	19.9	3,800

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
																WK #	START DAY	TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN 18- 49 54 55- 64 55+	18- 34 49 54 55- 64 55+	18- 34 49 54 55- 64 55+	18- 34 49 54 55- 64 55+
EVENING CONT'D																																	
BARNEY MILLER THU. 9.00P 30 ABC CS 21 186 190 95 98														A 20.1 30 1534	1664	664 245	742 333	488 385	95 216	564 254	374 329	82 152	169 87	189 138									
														B 21.2 33 1618	1780	698 286	771 333	505 433	96 210	613 271	404 352	89 168	194 102	202 149									
BENSON THU. 8.30P 30 ABC CS 23 191 190 96 97														A 21.3 32 1625	1807	716 264	797 378	517 401	95 247	508 212	329 279	54^148	199 114	303 225									
														B 21.1 33 1610	1931	724 296	804 340	529 446	101 219	595 245	384 338	77 164	216 120	316 222									
BEST-SATURDAY NIGHT LIVE 2 172 178														A 10.1 17 771	1783	598 256	680 332	505 433	68^113^	617 359	469 410	61^109^	267 52^	219 210									
1 FRI. 10.34P 60 NBC GV 91 92														B 10.1 17 771	1783	598 256	680 332	505 433	68 113	617 359	469 410	61 109	267 52	219 210									
2 FRI. 10.00P 60																																	
10.00 - 10.30														A 10.4 17 794	1695	557 276^	637 336	517 413	73^ 95^	678 388	517 420	90^110^	204^ 31^	176^ 159^									
10.30 - 11.00														A 10.0 16 763	1799	624 261	711 344	515 462	72^119^	604 367	464 416	63^111^	272 47^	212 201									
11.00 - 11.30														A 9.9 18 755	1820	582 234^	661 312^	475 393	53^111^	654 311^	431 397	27^ 89^	315^ 73^	280^ 280^									
BEYOND WESTWORLD 3 183 183														A 10.6 16 809	1805	588 255	653 234	386 366	96^197	603 218	388 327	96^186	223 84^	326 238									
WED. 8.00P 60 CBS SF 98 98														B 11.2 17 855	1885	593 268	674 243	401 381	102 192	672 278	434 383	100 187	244 114	295 201									
8.00 - 8.30														A 10.5 16 801	1793	593 249	655 239	373 358	97^207	596 223	391 314	95^185	213 81^	329 227									
8.30 - 9.00														A 10.7 16 816	1804	588 256	648 228	395 375	90^186	607 213	383 339	97^186	227 85^	322 248									
BIG EVENT 23 203 202														A 22.8 35 1740	2016	678 252	750 392	575 467	63^125	713 357	524 419	99 139	295 125	258 187									
SUN. 9.00P 120 NBC FV 98 99														B 19.7 29 1503	2071	743 303	831 352	551 477	109 213	781 331	526 458	106 193	205 85	254 182									
9.00 - 9.30														A 21.3 31 1625	2194	714 278	788 410	590 485	75^145	740 380	536 441	98 149	309 121	357 256									
9.30 - 10.00														A 23.6 35 1801	2083	699 272	777 402	595 485	69 130	721 363	527 420	102 146	302 128	283 206									
10.00 - 10.30														A 23.5 36 1793	1932	656 239	726 373	560 456	58^119	709 351	525 422	94 131	287 130	210 156									
10.30 - 11.00														A 22.9 37 1747	1850	639 217	706 373	545 444	51^114	690 337	507 400	102 133	275 123	179 135									

BIG SHOW						3	201	199	A	19.8	30	1511	1752	720	239	811	264	417	376	144	335	622	172	320	291	139	265	141	62^	178	136
TUE.	9.00P	90	NBC	GV		99	98	B	20.9	32	1595	1752	701	253	809	278	443	390	144	314	648	201	354	321	121	254	143	57^	152	115	
	9.00 - 9.30							A	18.7	28	1427	1751	725	244	809	270	412	357	131	336	612	155	309	284	137	264	120	58^	210	143	
	9.30 - 10.00							A	20.7	31	1579	1812	724	243	821	276	428	387	147	339	634	172	326	304	145	270	158	69^	199	155	
	10.00 - 10.30							A	20.1	32	1534	1686	715	234	804	248	415	384	150	329	615	183	322	278	134	260	141	58^	126	109	
BUCK ROGERS-25TH CENTURY						23	177	196	A	15.0	23	1145	2094	615	254	645	289	456	389	57^141	691	314	513	452	75^124	248	74^	510	328		
THU.	8.00P	60	NBC	SF		93	98	B	16.5	26	1259	2145	594	249	663	322	494	405	58	129	708	347	545	461	60	114	288	84	486	345	
	8.00 - 8.30							A	14.4	22	1099	2076	616	256	646	272	440	380	64^156	677	297	494	436	83^133	251	71^	502	323			
	8.30 - 9.00							A	15.7	24	1198	2088	607	246	637	302	465	392	50^126	695	325	522	463	67^113	243	76^	513	331			
CBS EVENING NEWS-CRONKITE						120	194	195	A	15.2	27	1160	1532	700	219	781	147	248	300	176	438	622	139	271	285	147	308	67	30^	62	42^
M-F	6.30P	30	CBS	N		99	99	B	15.7	28	1198	1605	704	216	778	159	290	313	166	415	638	147	280	297	133	300	88	36	101	64	
CBS EVENING NEWS-DEAN(B)						108			A	6.1	11	465	1619	786	241^	831	88^	324^371^	215^460^	688	102^	243^275^	211^398^	100^	44^			LT	LT		
1 SUN.	6.30P	30	CBS	N		57																									
CBS EVENING NEWS-DEAN						13	150		A	10.4	20	794	1829	813	203^	852	130^	227^336	201^499	827	200^	282^238^	230^477	48^	48^	102^	76^				
2 SUN.	6.30P	30	CBS	N		86			B	9.6	17	732	1670	703	223	768	147	311	329	164	389	717	177	339	325	146	318	89	37	96	58
CBS SAT. NEWS-SCHIEFFER						23	146	147	A	10.7	22	816	1472	676	180	751	156	265	299	175	422	619	113^	228	259	167	346	61^	28^	41^	14^
SAT.	6.30P	30	CBS	N		84	84	B	11.0	22	839	1624	704	237	778	159	320	323	153	403	653	145	292	315	135	299	80	44	113	76	
CBS TUESDAY NIGHT MOVIES						1	180		A	15.5	25	1183	1806	636	277	681	258	435	401	103^191^	800	340	545	477	78^188^	199^	84^	126^	90^		
2 TUE.	9.00P	120	CBS	FF		93			B	15.5	25	1183	1806	636	277	681	258	435	401	103	191	800	340	545	477	78	188	199	87	126	90
	9.00 - 9.30								A	15.0	23	1145	1964	692	321	752	271	447	430	120^246	784	324	493	412	101^238	234	107^	194^	117^		
	9.30 - 10.00								A	16.0	25	1221	1885	671	301	720	288	456	409	104^202	771	350	535	445	77^189^	212	95^	182^	118^		
	10.00 - 10.30								A	15.7	26	1198	1749	620	259	650	248	432	390	103^171^	830	355	587	525	72^166^	194^	90^	75^	75^		
	10.30 - 11.00								A	15.4	27	1175	1612	557	226	593	222	403	364	90^150^	813	324	565	525	65^160^	155^	57^	51^	51^		
CBS WEDNESDAY NIGHT MOVIE						13	188	176	A	15.3	24	1167	1616	738	274	803	273	498	470	123	244	556	220	374	337	84^144	149	65^	108	84^	
CONT'D																															

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
															TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	FEM.	TOTAL	6-11			
EVENING CONT'D																																	
CBS WEDNESDAY NIGH-CONT'D																																	
WED. 9.00P 120 CBS FF						98	96	B	17.0	27	1297	1681	773	292	849	281	501	469	141	281	619	216	377	350	99	188	126	66	87	65			
9.00 - 9.30								A	13.8	21	1053	1624	724	257	800	261	479	456	125	253	531	211	361	322	86^141	160	69^	133	87^				
9.30 - 10.00								A	14.8	23	1129	1640	745	284	821	282	511	474	123	250	555	219	368	330	90^151	145	63^	119	91^				
10.00 - 10.30								A	16.6	27	1267	1583	728	263	780	272	489	468	117	231	558	220	375	347	79^139	139	64^	106	90^				
10.30 - 11.00								A	16.2	27	1236	1593	739	280	796	267	497	465	129	244	573	227	390	346	83^145	148	63^	76^	66^				
CHARLIE'S ANGELS																																	
1 WED. 9.00P 60 ABC PD						99	99	A	19.1	30	1457	1810	693	294	783	333	490	405	107^237	673	264	376	331	87^237	188	122^	166	110^					
9.00 - 9.30								B	22.2	34	1694	1836	716	288	809	325	503	424	110	238	600	229	352	296	101	196	205	122	222	163			
9.30 - 10.00								A	18.1	28	1381	1819	700	299	799	353	510	415	102^229	659	261	366	322	84^233	187	131^	174^	120^					
								A	20.2	31	1541	1782	684	286	765	312	471	392	113^243	677	265	381	333	91^241	184	109^	156^	99^					
CHIPS																																	
2 SUN. 8.00P 60 NBC OP						1	212	A	24.1	37	1839	2187	680	286	757	311	545	462	94^186	652	296	468	422	63^118^	223	88^	555	323					
8.00 - 8.30								B	24.1	37	1839	2187	680	286	757	311	545	462	94^186	652	296	468	422	63^118	223	88	555	323					
8.30 - 9.00								A	22.9	36	1747	2190	670	287	751	307	543	462	99^184	642	292	460	420	60^112^	217	86^	580	346					
								A	25.4	38	1938	2169	684	285	755	313	541	458	89^186	657	297	475	421	67^121^	226	89^	531	303					
CHIPS																																	
1 SAT. 8.00P 60 NBC OP						98	204	A	21.6	39	1648	2286	718	288	796	309	508	445	80^236	702	293	451	414	87^199	329	135^	459	260					
8.00 - 8.30								B	21.9	38	1671	2165	723	288	818	309	504	429	104	249	678	247	420	374	100	202	228	96	441	285			
8.30 - 9.00								A	20.3	37	1549	2258	727	312	809	294	499	454	81^249	689	283	436	404	84^199	311	129^	449	257					
								A	22.9	40	1747	2305	707	265	781	320	514	438	80^225	710	302	464	417	90^198	344	141	470	265					
CHISHOLMS																																	
1 SAT. 8.00P 60 CBS GD						95	170	A	11.9	21	908	1793	737	214^	793	180^	287	328	147^384	712	176^	319	305	143^333	127^	97^	161^	68^					
								B	13.1	22	1000	1873	808	248	876	208	406	401	187	389	734	172	346	340	160	319	97	42	166	106			

8.00 - 8.30						A 12.0 22 916	1825 734 192^	790 182^ 272 305 159^398	746 182^ 345 334 151^339	123^ 92^ 166^ 69^	
8.30 - 9.00						A 11.8 21 900	1749 742 231^	796 175^ 305 349 135^371	672 165^ 291 278 135^324	126^ 98^ 155^ 64^	
DALLAS											
1 FRI. 10.38P 60 CBS GD 23 187 196						A 29.2 49 2228	1781 798 263	876 324 511 434 136 299	604 218 362 323 108 192	166 109 135 106	
2 FRI. 10.00P 60						B 25.6 43 1953	1824 825 294	912 342 539 467 136 301	580 210 348 317 95 183	143 83 189 144	
10.00 - 10.30						A 32.1 51 2449	1791 797 297	875 320 517 424 144 317	628 224 394 348 104 191	134 85^ 154 128	
10.30 - 11.00						A 30.2 50 2304	1774 788 269	862 325 509 429 136 294	606 230 370 327 108 189	166 105 140 109	
11.00 - 11.30						A 25.9 46 1976	1780 824 214	901 319 502 457 132 292	572 194 312 285 116^198	201 146 106^ 76^	
DIFF'RENT STROKES											
WED. 9.00P 30 NBC CS 19 202 197						A 24.2 37 1846	1963 747 288	828 316 473 381 143 294	638 249 403 364 100 188	201 87 296 206	
						B 20.9 31 1595	1836 719 263	797 264 453 389 120 287	602 233 377 334 94 185	191 76 246 181	
DISNEY'S WONDERFUL WORLD											
1 SUN. 7.00P 120 NBC FV 24 208 207						A 16.5 26 1259	2262 660 210	735 346 538 405 84^174	651 289 484 402 75^136	259 109 617 386	
2 SUN. 7.00P 60						B 17.8 28 1358	2418 704 267	798 363 547 445 95 203	718 307 505 433 84 159	247 104 655 427	
7.00 - 7.30						A 13.9 23 1061	2294 659 217	752 323 523 404 91^208	615 264 443 362 76^143	242 97^ 685 396	
7.30 - 8.00						A 16.2 25 1236	2284 651 221	744 340 541 423 96^180	610 251 439 363 76^142	259 124 671 413	
8.00 - 8.30						A 19.3 29 1473	2201 641 185	699 352 528 385 71^145^	702 330 544 462 70^123^	261 111^ 539 369	
8.30 - 9.00						A 19.7 29 1503	2216 664 204	722 379 558 394 67^144^	723 355 563 461 73^129^	271 96^ 500 345	
DUKES OF HAZZARD											
1 FRI. 9.38P 60 CBS CS 25 187 194						A 27.8 44 2121	2023 694 220	766 303 455 397 107 248	655 228 404 366 117 200	224 112 378 252	
2 FRI. 9.00P 60						B 24.1 39 1839	2114 683 238	759 279 461 404 110 239	654 216 404 370 110 195	220 100 481 331	
9.00 - 9.30						A 28.1 45 2144	2071 665 218	758 319 450 379 95^256	652 207 414 364 106^199	210 116 451 271	
9.30 - 10.00						A 26.7 42 2037	2035 694 219	771 305 460 393 108 254	666 220 411 370 120 208	202 98 396 276	
10.00 - 10.30						A 29.0 46 2213	1972 706 216	753 280 436 402 121 237	643 258 397 361 124 189	259 123 317 224	
EIGHT IS ENOUGH											
WED. 8.00P 60 ABC CS 23 202 197						A 20.2 31 1541	1877 714 243	815 353 527 409 106 243	488 227 321 259 65^139	192 115 382 247	
CONT'D						B 23.6 37 1801	1940 729 275	836 339 524 425 105 254	479 184 291 244 74 150	230 146 395 269	

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1980 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																							
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES																								
						WK 1	WK 2			AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	WOMEN 18-49	25-54	55-64	55+	TOTAL	18-34	MEN 18-49	25-54	55-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11					
EVENING CONT'D																																	
HAWAII FIVE-O																																	
2 SAT.		9.00P	60	CBS	OP	3	173			A 14.9	25	1137	1720	694 275	779 208^	423 386	124^320				666 138^	303 329	153^299			131^ 56^	144^ 89^						
		9.00 - 9.30					93			B 13.6	22	1038	1852	748 272	863 214	437 419	146 354				702 159	335 341	156 306			136 49	151 94						
		9.30 - 10.00								A 14.5	24	1106	1740	704 270	793 205^	409 383	132^346				656 128^	301 339	148^284			144^ 67^	147^ 90^						
										A 15.3	25	1167	1695	682 279	762 210	433 384	116^295				673 146^	302 319	156^312			120^ 45^	140^ 89^						
HELLO, LARRY																																	
2 WED.		9.30P	30	NBC	CS	13	191			A 18.7	29	1427	1755	737 280	821 337	505 397	166^261				604 199	353 361	107^195			190 48^	140^ 98^						
							96			B 17.4	27	1328	1735	703 270	788 290	469 396	123 260				581 249	373 321	87 170			181 66	185 138						
HERE'S BOOMER																																	
FRI.		8.00P	30	NBC	GD	2	187 193			A 16.4	28	1251	2051	783 199	861 227	410 379	125 394				562 158	254 281	86^242			161 85^	467 311						
							96 98			B 16.4	28	1251	2051	783 199	861 227	410 379	125 394				562 158	254 281	86 242			161 85	467 311						
HOUSE CALLS																																	
MON.		9.30P	30	CBS	CS	12	190 182			A 23.4	35	1785	1750	740 271	812 319	518 478	95 208				609 232	386 367	98 165			195 70	134 106						
							99 97			B 22.7	34	1732	1717	751 291	822 314	499 457	118 245				584 230	369 334	91 166			162 78	149 116						
INCREDIBLE HULK																																	
FRI.		8.00P	60	CBS	SF	22	176 190			A 19.1	32	1457	2055	641 228	743 302	470 415	103 201				705 253	446 434	125 195			186 79^	421 254						
		8.00 - 8.30					97 98			B 18.8	31	1434	2094	680 261	771 304	480 404	103 231				666 243	415 384	102 190			182 82	475 286						
		8.30 - 9.00								A 17.1	29	1305	2044	643 226	744 307	472 415	102 200				708 250	436 425	127 205			184 72^	408 259						
										A 21.1	35	1610	2056	638 229	742 298	473 418	100 197				703 257	454 438	123 187			184 81	427 250						
JEFFERSONS																																	
2 SUN.		9.30P	30	CBS	CS	21	196			A 20.7	31	1579	1744	814 229	902 244	403 406	189 412				585 131^	311 302	136^253			134^ 84^	123^ 80^						
							99			B 24.3	36	1854	1825	811 291	894 252	445 412	161 376				621 172	316 290	130 256			150 81	160 114						
KNOTS LANDING																																	
THU.		10.00P	60	CBS	GD	10	191 194			A 18.4	30	1404	1699	812 294	911 301	505 449	149 321				572 219	317 307	111 197			138 65^	78^ 69^						
		10.00 - 10.30					99 99			B 19.7	32	1503	1736	833 279	925 333	540 469	144 309				583 203	321 286	103 210			136 77	92 67						
										A 18.3	29	1396	1733	814 293	914 312	517 455	146 311				594 225	329 319	114 204			142 66^	83^ 74^						
10.30 - 11.00																																	
LAST RESORT																																	
MON.		8.30P	30	CBS	CS	11	184 182			A 14.9	22	1137	1708	661 236	751 300	452 399	84^207				552 213	306 296	107 190			130 62^	71^ 63^						
							98 97			B 17.1	25	1305	1818	659 276	726 284	457 421	86 188				531 231	352 292	66^148			187 71^	239 172						
LAVERNE & SHIRLEY																																	
TUE.		8.30P	30	ABC	CS	4	205 206			A 19.2	29	1465	1905	674 285	781 373	550 427	91 185				600 236	404 362	80 145			218 82	274 203						
							98 96			B 20.6	31	1572	1930	697 252	786 380	542 429	92 193				527 230	343 271	61^144			187 82	274 203						
LITTLE HOUSE-PRAIRIE																																	
MON.		8.00P	60	NBC	GD	24	217 216			A 20.2	30	1541	1946	787 284	910 338	478 378	161 367				531 224	357 302	57 135			197 122	381 260						
		8.00 - 8.30					99 99			B 24.1	35	1839	1961	812 252	921 290	465 421	155 386				561 187	282 240	101 253			145 106	330 186						
		8.30 - 9.00								A 19.5	29	1488	1899	755 273	883 319	453 367	152 365				559 181	285 261	104 229			140 85	341 225						
										A 21.0	31	1602	1974	814 293	932 355	501 385	167 367				552 178	269 236	100 254			132 94	332 188						
LOU GRANT																																	
MON.		10.00P	60	CBS	GD	22	191 185			A 21.8	37	1663	1581	769 266	817 335	529 466	108 206				561 192	292 243	101 247			152 113	329 183						
		10.00 - 10.30					99 97			B 19.8	32	1511	1604	766 292	847 332	531 480	112 240				580 253	368 329	98 164			137 50^	47^ 28^						
		10.30 - 11.00								A 22.0	36	1679	1591	765 271	815 339	533 467	103 200				586 246	369 315	90 167			119 58	52 36						
										A 21.6	38	1648	1565	776 259	822 332	526 465	111 212				578 259	376 339	92 158			140 51^	58^ 38^						
LOVE BOAT																																	
1 SAT.		9.00P	60	ABC	CS	25	194 190			A 19.0	32	1450	1981	764 241	888 331	527 460	105 311				580 246	360 319	102 170			128 46^	35^ 17^						
2 SAT.		8.00P	120				97 96			B 21.4	36	1633	1896	767 297	867 311	493 432	125 311				587 224	367 327	68^185			192 119	314 211						
		8.00 - 8.30																			578 216	343 311	86 192			173 112	278 214						
		8.30 - 9.00								A 15.2	26	1160	1871	673 170^	836 275	436 365	105^372				576 243	351 297	58^195^			164^109^	295 200^						
		9.00 - 9.30																															

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1980 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION													
T/C THIS SEASON										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
NO. OF STATIONS & PROGRAM COVERAGE										HOUSEHOLD AUDIENCES													
K E Y										TOTAL PERSONS (2+)													
AVG. AUD. SHARE %										LADY WORK-ING HOUSE WOM.													
AVG. AUD. (0,000)										WOMEN													
TOTAL										MEN													
18-34										18-49													
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M-F	6.30P	30	NBC	N		98	99			B 13.9	25	1061	1691	743	225	822	196	338	312	167	419	668	164	294	287	119	320	78	41	123	74
NEVER SAY NEVER(S)						168				A 10.8	20	824	1595	578	221	653	136	318	378	134	216	698	210	325	298	174	287	139	91	105	76
1 SAT.	10.30P	30	CBS	CS		95				A 14.6	22	1114	1873	679	242	768	277	434	388	116	255	612	214	363	323	112	207	184	85	309	209
NEWSBREAK-M-F						129	159	165		B 15.5	24	1183	1925	709	260	797	277	449	398	129	281	603	202	345	318	100	202	187	87	338	217
1 MTHF	8.58P	1	CBS	N		91	90			A 13.8	23	1053	1824	765	255	811	217	406	414	161	341	658	122	275	323	137	306	149	94	206	96
1 TUE.	8.59P	1								B 12.3	21	938	1965	705	271	790	261	446	397	149	281	694	217	405	367	122	228	167	81	314	192
WED.	8.57P	2								A 20.8	30	1587	1805	820	276	907	218	377	379	177	444	679	179	311	282	171	323	115	75	104	90
2 MTUF	8.58P	1								B 23.1	34	1763	1851	769	296	857	233	414	398	154	367	664	185	340	320	129	266	145	75	185	127
2 THU.	8.51P	1								A 23.3	34	1778	1821	807	276	898	239	385	383	162	422	683	193	315	291	170	321	124	82	116	92
NEWSBREAK-SAT.						26	153	154		B 23.5	34	1793	1844	773	287	856	227	391	374	164	388	651	177	321	302	133	275	142	78	195	138
SAT.	8.58P	1	CBS	N		92	91			A 11.1	20	847	2053	856	196	942	312	552	478	150	339	602	191	339	358	98	197	169	89	340	231
NEWSBREAK-SUN.						26	168	172		B 13.6	23	1038	1934	777	251	845	257	470	431	120	306	605	201	346	313	106	207	150	82	334	220
SUN.	8.58P	1	CBS	N		94	94			A 21.7	33	1656	1824	791	274	885	227	392	389	169	401	622	177	306	301	131	261	148	64	169	98
ONE DAY AT A TIME						22	195	194		A 20.5	32	1564	1837	780	260	884	201	366	373	160	423	622	177	306	301	131	261	148	64	169	98
SUN.	8.30P	30	CBS	CS		99	99			A 21.7	33	1656	1818	767	254	878	220	386	367	164	398	604	173	311	302	120	244	143	70	187	84
ONE IN A MILLION						7	179			A 22.2	33	1694	1806	809	287	892	233	399	397	181	408	625	170	302	291	141	267	125	49	164	111
1 SAT.	8.00P	30	ABC	CS		94				A 22.5	33	1717	1817	799	292	876	243	410	407	172	380	632	174	302	300	138	270	162	68	147	101
PALMERSTOWN, U.S.A.						1	190																								
2 THU.	8.00P	120	CBS	GD		96																									
8.00 - 8.30																															
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	18-34	18-49	25-54	55-64	55+	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	CHILDREN (2-11) 6-11										
EVENING CONT'D																																		
PINK LADY												A	11.6	18	885	1843	653	184	779	260	426	372	125	276	653	262	373	330	79	238	198	67	213	193
1 FRI. 9.34P 60 NBC GV 93 93												B	11.6	18	885	1843	663	184	779	260	426	372	125	276	653	262	373	330	79	238	198	67	213	193
2 FRI. 9.00 - 9.30												A	11.8	19	900	1893	610	195	714	237	415	335	153	237	666	236	376	326	108	244	260	80	253	208
9.30 - 10.00												A	12.0	19	916	1833	645	177	748	237	403	350	114	279	665	267	374	333	76	244	193	70	227	207
10.00 - 10.30												A	11.0	17	839	1745	737	174	890	316	471	438	123	320	582	254	340	312	52	209	137	46	136	136
PLUTONIUM INCIDENT(S)												A	14.2	22	1083	1573	648	298	733	273	519	472	124	178	640	206	382	352	137	226	79	56	121	88
1 TUE. 9.00P 120 CBS GD 97												A	13.4	20	1022	1585	599	282	679	224	465	444	138	189	639	192	384	342	147	228	66	46	201	139
9.00 - 9.30												A	13.5	20	1030	1535	642	295	726	256	525	482	121	170	632	190	371	372	135	224	70	45	107	75
9.30 - 10.00												A	14.2	22	1083	1589	673	303	761	299	552	500	113	162	636	207	382	355	125	219	91	67	101	79
10.00 - 10.30												A	15.6	26	1190	1589	680	313	769	313	534	461	128	192	658	234	397	353	134	232	83	61	79	61
10.30 - 11.00																																		
PRIME TIME SATURDAY												A	11.9	21	908	1769	758	237	817	269	492	442	108	285	789	322	524	449	110	214	87	59	76	58
SAT. 10.00P 60 NBC DN 94 93												B	11.6	20	885	1730	698	253	768	218	405	376	135	309	725	216	420	397	121	249	115	47	122	91
10.00 - 10.30												A	12.5	22	954	1782	742	237	808	271	485	431	105	282	800	332	533	446	114	217	85	59	89	67
10.30 - 11.00												A	11.3	21	862	1748	775	235	830	269	498	455	110	290	773	311	510	451	105	210	83	55	62	48
QUINCY, M.E.												A	17.9	27	1366	1905	818	260	865	366	611	522	76	191	703	236	466	419	95	185	117	56	220	148
THU. 9.00P 60 NBC OP 93 97												B	18.6	29	1419	1865	780	289	865	362	595	511	95	207	640	252	423	380	86	165	167	77	193	145
9.00 - 9.30												A	17.6	26	1343	1895	805	253	844	357	597	510	76	186	703	233	473	428	91	179	112	55	236	157
9.30 - 10.00												A	18.1	27	1381	1919	835	267	887	374	626	536	75	194	702	240	464	412	100	190	123	58	207	142
REAL PEOPLE												A	26.8	41	2045	1896	751	244	821	258	429	397	136	314	658	227	368	372	114	224	158	55	259	168

WED.	8.00P	60	NBC	U	99	99	B	21.9	34	1671	1947	743	275	818	259	448	407	122	294	711	248	425	395	115	230	179	59	239	167	
	8.00 - 8.30						A	25.9	40	1976	1899	757	238	823	245	416	393	141	327	651	218	357	362	118	226	148	57	277	182	
	8.30 - 9.00						A	27.7	42	2114	1887	747	249	819	268	438	398	133	304	660	234	375	379	110	219	165	53	243	156	
ROCKFORD FILES					3	172	194	A	14.7	24	1122	1704	737	259	790	347	555	487	94	186	687	235	467	376	108	200	134	64	93	56
THU.	10.00P	60	NBC	PD	92	97	B	14.3	24	1091	1691	744	297	817	350	573	507	101	191	657	225	440	384	98	176	130	51	87	54	
	10.00 - 10.30						A	14.9	24	1137	1702	735	267	794	365	559	478	96	188	679	231	463	381	107	194	136	63	93	59	
	10.30 - 11.00						A	14.6	25	1114	1684	735	245	783	332	551	491	90	182	678	234	464	367	106	197	129	61	94	50	
ROPER'S					7	182		A	12.5	22	954	1972	853	224	921	286	539	465	144	339	639	201	359	383	110	199	115	71	297	236
1 SAT.	8.30P	30	ABC	CS	94		B	14.6	24	1114	1931	769	248	842	249	454	414	123	322	622	203	352	327	106	214	143	91	324	243	
SANFORD					2	188	190	A	17.3	29	1320	2085	768	300	839	322	530	461	91	248	694	269	437	381	121	217	219	98	333	225
1 SAT.	9.00P	60	NBC	CS	96	95	B	17.3	29	1320	2085	768	300	839	322	530	461	91	248	694	269	437	381	121	217	219	98	333	225	
	9.00 - 9.30						A	16.8	28	1282	2097	763	320	835	327	531	455	103	250	711	268	442	384	136	231	210	101	341	226	
	9.30 - 10.00						A	18.2	30	1389	2076	777	267	845	309	525	469	70	245	679	276	434	375	100	202	235	94	317	226	
SHERIFF LOBO					20	191	192	A	16.8	26	1282	1952	706	235	775	229	379	375	148	322	720	201	408	357	164	281	135	53	322	224
TUE.	8.00P	60	NBC	A	96	94	B	18.2	28	1389	2022	684	227	768	241	409	370	126	291	738	228	410	384	131	265	163	59	353	234	
	8.00 - 8.30						A	15.7	25	1198	1911	692	225	766	220	361	360	151	326	719	195	400	348	170	290	115	50	311	214	
	8.30 - 9.00						A	17.8	27	1358	1985	713	241	776	232	389	386	146	315	721	205	415	363	159	274	157	58	331	232	
60 MINUTES					27	203	202	A	28.4	46	2167	1796	805	269	863	193	360	397	149	403	828	248	408	417	161	332	50	27	55	43
SUN.	7.00P	60	CBS	DN	99	99	B	28.3	44	2159	1796	752	282	823	207	365	377	151	374	792	237	413	399	143	309	92	40	89	61	
	7.00 - 7.30						A	27.3	46	2083	1822	807	263	865	193	362	402	150	403	839	263	419	426	160	332	57	30	61	49	
	7.30 - 8.00						A	29.6	46	2258	1764	795	271	852	190	353	391	148	399	811	233	395	405	165	330	50	27	51	37	
SOAP					20	185	191	A	20.3	30	1549	1562	662	264	737	368	526	412	88	180	554	281	383	324	65	132	179	90	92	68
THU.	9.30P	30	ABC	CS	97	98	B	20.5	32	1564	1776	699	303	769	376	548	456	83	169	623	314	442	371	76	140	221	118	163	120	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TOTAL		LADY WORK- PERSONS OF ING		WOMEN					TEENS (12-17)					CHILDREN (2-11)					
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL (2+)	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11			
EVENING CONT'D																													
STARMAKERS:BOB HOPE SPCL(S) 201																													
2 MON. 9.00P 60 NBC CV 99																													
9.00 - 9.30																													
9.30 - 10.00																													
A 18.1 27 1381 1633 789 276 851 257 405 359 201 399 570 167^ 252 281 134^250 103^ 51^ 109^ 53^																													
A 18.5 27 1412 1623 787 277 844 239 386 354 208 409 541 148^ 223 257 128^248 112^ 49^ 126^ 68^																													
A 17.8 27 1358 1624 781 272 847 272 418 358 193 385 593 182 278 302 140^250 95^ 52^ 89^ 35^																													
STONE 3 189 184																													
MON. 10.00P 60 ABC OP 97 96																													
10.00 - 10.30																													
10.30 - 11.00																													
A 14.2 24 1083 1779 682 301 762 333 502 423 79^207 730 331 472 367 119 203 183 89^ 104^ 71^																													
B 14.0 24 1068 1721 700 264 764 304 475 423 84 224 709 313 444 356 119 214 149 80 99 65																													
A 14.1 23 1076 1622 693 307 770 340 510 429 80^205 729 326 468 364 128 210 207 101^ 116 80^																													
A 14.4 25 1099 1713 664 291 743 320 486 414 78^206 721 332 465 362 113 197 159 78^ 90^ 61^																													
T SNYDERS CELEB SPOTLIGHT(S) 198																													
2 MON. 10.00P 60 NBC CC 98																													
10.00 - 10.30																													
10.30 - 11.00																													
A 14.9 25 1137 1609 764 298 873 309 481 345 146^347 616 200^ 293 280 155^275 104^ 62^ 16^ 16^																													
A 16.5 27 1259 1585 758 281 875 310 480 344 149^352 591 183^ 281 268 152^269 100^ 69^ 19^ 19^																													
A 13.3 23 1015 1632 771 319 870 305 480 339 145^345 646 220^ 309 297 156^280 103^ 53^ 13^ 13^																													
TAXI 24 200 203																													
TUE. 9.30P 30 ABC CS 98 96																													
A 20.4 31 1557 1736 652 277 760 338 512 422 74^182 643 325 455 352 71^143 188 93 145 102																													
B 23.3 36 1778 1785 722 297 812 350 534 448 100 217 596 261 386 337 82 164 195 102 182 139																													
TENSPEED AND BROWN SHOE 7 197 199																													
SUN. 8.00P 60 ABC PD 99 99																													
8.00 - 8.30																													
8.30 - 9.00																													
A 15.7 24 1198 2024 682 302 746 350 536 459 90^168 771 415 613 506 56^115 216 96^ 291 190																													
B 20.9 30 1595 2125 713 343 786 368 570 493 70 157 790 384 595 497 72 136 237 115 312 240																													
A 15.3 23 1167 2065 702 308 766 361 553 479 90^167 770 427 621 508 49^107 228 104^ 301 189																													
A 16.1 24 1228 1982 664 296 727 337 519 440 87^168 769 402 607 505 62^121 203 88^ 283 192																													
THAT'S INCREDIBLE 3 194 193																													
A 24.5 36 1869 2164 713 278 755 281 485 440 84 220 692 259 439 416 106 188 252 113 465 309																													
MON. 8.00P 60 ABC U 99 98																													
8.00 - 8.30																													
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B 24.8 36 1892 2151 740 289 772 292 492 453 93 220 705 264 458 424 101 191 244 117 430 286																													
A 23.4 35 1785 2196 727 279 770 279 489 450 83 230 705 261 441 421 112 198 245 115 476 303																													
A 25.6 37 1953 2132 697 276 740 284 480 428 83 211 680 258 439 409 100 179 256 111 456 315																													
THREE'S COMPANY 25 199 204																													
TUE. 9.00P 30 ABC CS 98 99																													
A 24.6 37 1877 1823 683 253 790 345 513 417 95 219 611 287 422 326 75 153 189 104 233 175																													
B 27.0 41 2060 1871 726 278 812 335 509 426 105 240 572 234 354 314 83 170 212 113 275 202																													
TIM CONWAY SHOW 1 169																													
2 SAT. 8.00P 60 CBS CV 97																													
8.00 - 8.30																													
8.30 - 9.00																													
A 17.5 29 1335 1897 775 249 808 237 429 400 186 347 681 114^ 321 368 157^290 156^ 82^ 252 125^																													
B 17.5 29 1335 1897 775 249 808 237 429 400 186 347 681 114 321 368 157 290 156 82 252 125																													
A 17.6 30 1343 1882 778 250 802 226 407 393 196 354 661 106^ 300 352 160^290 158^ 87^ 261 133^																													
A 17.3 29 1320 1917 773 247 815 249 451 413 174^339 703 122^ 345 384 159^293 156^ 77^ 243 116^																													
TRAPPER JOHN, M.D. 21 198																													
2 SUN. 10.00P 60 CBS GD 99																													
10.00 - 10.30																													
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A 17.0 27 1297 1619 813 205 887 249 401 411 148^394 576 168^ 307 300 125^241 90^ 51^ 66^ 66^																													
B 21.0 35 1602 1713 795 293 882 270 467 435 149 338 620 198 332 294 122 237 133 71 78 56																													
A 17.1 26 1305 1628 827 218 899 241 398 411 156^400 584 169^ 312 307 124^243 82^ 49^ 63^ 63^																													
A 16.9 27 1289 1602 796 193 870 256 403 408 140^385 565 166^ 301 292 125^237 97^ 52^ 70^ 70^																													
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A 19.2 31 1465 1481 730 249 790 281 494 458 110 235 570 213 349 335 89 167 80^ 32^ 41^ 29^																													
B 18.2 31 1389 1643 721 259 780 320 509 467 100 205 675 292 455 407 92 173 118 55 70 52																													
A 20.2 32 1541 1500 748 263 799 288 505 460 108 234 571 217 346 333 87 166 85 32^ 45^ 33^																													
A 18.0 31 1373 1464 716 234 783 274 485 457 114 238 569 206 353 340 92 169 77^ 31^ 35^ 26^																													
UNITED STATES 2 202 203																													
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A 14.5 25 1106 1516 709 225 797 248 423 380 135 314 582 176 303 259 134 249 92^ 25^ 45^ 45^																													
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VEGA\$ 20 197 191																													
1 WED. 10.00P 60 ABC PD 96 96																													
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A 21.5 35 1640 1758 692 261 773 320 481 392 102 242 677 292 434 370 96 195 177 94 131 100																													
B 20.5 34 1564 1711 739 287 827 308 502 438 115 252 645 248 383 316 105 211 149 79 90 65																													
A 19.5 30 1488 1870 734 254 819 322 497 404 88^275 673 305 425 359 98^200 178 109^ 200 130^																													
A 21.4 33 1633 1987 759 280 843 356 538 421 91^262 712 323 457 375 102^204 193 95^ 139^ 105^																													
CONT'D																													

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																									
PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																									
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K	E	Y	AVG. AUD. SHARE %	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	WOMEN 25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11						
EVENING CONT'D																																									
VEGA\$-CONT'D																																									
10.00 - 10.30																																									
10.30 - 11.00																																									
WALTONS										22		169																													
1 THU.										8.00P		60		CBS GD		94																									
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WHEN THE WHISTLE BLOWS										2		187		194																											
FRI.										8.00P		60		ABC CS		96		98																							
8.00 - 8.30																																									
8.30 - 9.00																																									
WHITE SHADOW										12		187		182																											
TUE.										8.00P		60		CBS GD		98		96																							
8.00 - 8.30																																									
8.30 - 9.00																																									
WKRP IN CINCINNATI										12		188		194																											
MON.										8.00P		30		CBS CS		99		98																							
•LATE FRINGE																																									
ABC SPEC REPORT:IRAN-MON(S)												184																													
A										7.9		25		603																											
1582										803		102v																													
803										381^		517		420																											
88v235^																																									
678										225^		369^		389^		150^		179^																							
64v										64v																															
37v										37v																															

1 MON.	11.30P	15	ABC	N	96																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
												K E Y	AVG. AUD. SHARE %		AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)			
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2								TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11				
LATE FRINGE CONT'D																																	
BARETTA-WED.-CONT'D																																	
2 WED. 12.53A 48																																	
1.00 - 1.30																																	
BARETTA-THU.																																	
1 THU. 12.54A 50 ABC OP 21 166 168																																	
2 THU. 12.54A 48																																	
1.00 - 1.30																																	
BARNEY MILLER-11.30																																	
MON. 11.45P 36 ABC CS 11 181 181																																	
12.00 - 12.30																																	
CAMPAIGN '80-TUE(S)																																	
1 TUE. 11.30P 32 CBS P 179 98																																	
CAMPAIGN '80-TUE(S)																																	
2 TUE. 11.30P 35 CBS P 182 98																																	
11.30 - 12.00																																	
CBS SUNDAY NEWS-BRADLEY																																	
SUN. 11.00P 15 CBS N 24 129 128																																	
75 75																																	
CHARLIE'S ANGELS-11.30																																	
24 163 163																																	
1 FRI. 12.19A 70 ABC PD 92 93																																	
2 FRI. 12.16A 69																																	
12.30 - 1.00																																	
1.00 - 1.30																																	
DECISION '80-FLORIDA(S)																																	
1 TUE. 11.30P 35 NBC N 211 99																																	
11.30 - 12.00																																	
DECISION '80-ILLINOIS(S)																																	
2 TUE. 11.30P 35 NBC N 209 99																																	
11.30 - 12.00																																	
'80 VOTE 11.30PM-TUE(S)																																	
1 TUE. 11.30P 46 ABC N 188 98																																	
11.30 - 12.00																																	
'80 VOTE 11.30PM-TUE(S)																																	
2 TUE. 11.30P 45 ABC N 190 98																																	
11.30 - 12.00																																	
LATE MOVIE I																																	
1 MON. 11.30P 71 CBS FF 115 161 165																																	
1 TUE. 12.02A 72																																	
1 WED. 12.00M 70																																	
1 THU. 11.30P 75																																	
1 FRI. 12.08A 73																																	
2 MON. 11.30P 73																																	
2 TUE. 12.05A 73																																	
2 WED. 11.30P 70																																	
CONT'D																																	

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KEY: A = CURRENT REPORT B = SEASON AVERAGE

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1980 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																								
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
WK #	DAY	START TIME	DUR	NET	TYPE	I/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK- OF ING. HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11									
							WK 1	WK 2		AVG. AUD. SHARE %	AVG. AUD. (0,000)			TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+									
LATE FRINGE CONT'D																																		
POLICE STORY-CONT'D																																		
1	MON.	12.21A	89	ABC	OP		95	96	B	3.6	22	275	1112	538	134	560	233	371	356	58	105	505	266	360	265	57	83	43	25	LT	LT			
2	MON.	12.21A	88																															
		12.30 - 1.00							A	3.6	20	275	1433	513	251	513	172	317	284	55	116	653	377	464	343	104	104	204	72	63	LT	LT		
		1.00 - 1.30							A	3.3	24	252	933	388	119	393	159	250	210	52	111	409	159	230	290	83	83	131	103	LT	LT			
		1.30 - 2.00							A	2.8	25	214	1028	378	LT	378	125	173	233	103	145	486	75	257	373	38	38	164	122	LT	LT			
POLICE WOMAN																																		
	THU.	11.45P	69	ABC	OP		95	96	A	4.5	18	343	1242	627	256	705	326	455	525	107	116	476	182	301	349	97	117	49	32	LT	LT			
		12.00 - 12.30							B	5.0	21	382	1234	567	213	614	248	414	377	61	126	532	237	340	304	81	139	82	34	LT	LT			
		12.30 - 1.00							A	4.4	18	336	1214	613	250	690	327	461	524	107	107	470	176	303	354	95	116	39	24	15	15			
									A	4.3	21	328	1210	670	304	752	380	472	556	124	124	427	147	253	289	110	110	31	19	LT	LT			
SATURDAY NIGHT																																		
1	SAT.	11.30P	83	NBC	GV		99	92	A	12.1	35	923	1553	536	278	594	313	496	404	37	78	631	431	529	386	37	53	226	115	102	93			
2	SAT.	11.30P	79						B	14.2	39	1083	1639	542	264	621	343	500	395	46	80	629	396	529	402	39	62	283	120	106	93			
		11.30 - 12.00							A	12.6	32	961	1685	567	288	632	319	511	416	37	91	694	437	563	438	49	74	221	115	138	121			
		12.00 - 12.30							A	12.2	36	931	1526	539	282	592	311	502	410	43	75	609	433	517	377	29	40	242	121	83	76			
		12.30 - 1.00							A	13.1	44	1000	1390	518	252	590	337	501	402	29	58	516	391	457	272	46	59	214	101	70	70			
TOMORROW SHOW																																		
1	MON.	1.00A	45	NBC	CC		98	98	A	2.7	22	206	845	471	200	486	77	233	296	107	151	340	63	214	204	53	102	LT	LT	LT	LT			
1	TUE.	1.35A	47						B	2.8	21	214	1056	559	178	602	143	308	341	103	208	412	142	294	236	53	95	37	LT	LT	LT			
1	WED.	1.21A	45																															
1	THU.	1.00A	46																															
2	MON.	1.00A	48																															
2	TUE.	1.35A	45																															
2	W & TH	1.00A	45																															
		1.00 - 1.30							A	3.2	23	244	873	460	184	492	33	188	290	131	189	349	70	210	189	69	110	32	LT	LT	LT			
		1.30 - 2.00							A	2.5	23	191	895	497	220	497	110	324	340	79	110	398	126	309	225	LT	89	LT	LT	LT	LT			
		2.00 - 2.30							A	2.1	23	160	231	163	44	163	44	100	119	LT	LT	68	LT	31	31	37	37	LT	LT	LT	LT			
TONIGHT SHOW																																		
1	MON.	11.30P	75	NBC	GV		98	99	A	6.9	27	526	1359	689	291	748	272	447	435	104	218	534	239	369	312	76	127	69	22	LT	LT			
1	TUE.	12.05A	78						B	7.4	27	565	1332	675	239	735	236	406	387	118	249	508	210	336	283	75	134	74	31	15	13			
1	WED.	11.51P	76																															
1	THU.	11.30P	78																															
1	FRI.	12.04A	75																															
2	MON.	11.30P	79																															
2	TUE.	12.05A	76																															
2	WED.	11.30P	77																															
2	THU.	11.30P	76																															
2	FRI.	11.30P	75																															
		11.30 - 12.00							A	8.9	27	679	1414	703	282	769	275	439	424	108	243	584	241	385	357	106	157	57	13	LT	LT			
		12.00 - 12.30							A	7.2	28	549	1350	683	297	740	267	443	432	101	219	537	258	384	299	69	120	69	22	LT	LT			
		12.30 - 1.00							A	5.7	28	435	1356	659	326	701	284	466	430	83	159	508	236	371	297	31	98	110	55	37	37			
		1.00 - 1.30							A	3.7	25	282	986	687	337	692	212	415	490	95	149	294	42	149	191	50	103	LT	LT	LT	LT			
TUESDAY MOVIE-WEEK-PART 1																																		
1	TUE.	12.16A	71	ABC	FF		96	96	A	3.2	18	244	1160	636	259	672	348	520	476	32	61	488	275	320	172	110	119	LT	LT	LT	LT			
2	TUE.	12.15A	71						B	4.9	22	374	1329	534	202	644	352	495	390	27	79	628	341	462	290	76	127	57	22	LT	LT			
		12.30 - 1.00							A	3.4	18	259	1197	665	305	703	351	514	494	31	62	494	285	316	154	105	116	LT	LT	LT	LT			
		1.00 - 1.30							A	2.7	19	206	1029	578	204	612	335	505	451	29	49	417	243	271	150	97	97	LT	LT	LT	LT			
TUESDAY MOVIE-WEEK-PART 2																																		
									A	2.4	21	183	842	475	120	519	273	427	349	50	55	323	197	236	104	71	71	LT	LT	LT	LT			
CONT'D																																		

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1980 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION														
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														

KEY: A - CURRENT REPORT B - SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM AUDIENCE ESTIMATES (Arphabetic)										AUDIENCE COMPOSITION																														
PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																														
WK #	DAY	START TIME	DUR	NET TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)																
										TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11																	
WEEKEND DAYTIME CONT'D																																								
ASK NBC NEWS-10:28AM SAT. 10.28A 2 NBC CN 26 197 197										A	6.2	24	473	1622	313	64v	340	211^	250^112^	11v	90^	188^	89^	110^	76^	26v	78^	167^	51v	927	577									
ASK NBC NEWS-11:28AM SAT. 11.28A 2 NBC CN 26 185 166										B	5.5	21	420	1642	241	66	289	171	218	141	29	46	184	105	122	81	21	44	207	68	962	589								
BUGS BUNNY/ROAD RUNNER 1 SAT. 9.00A 30 CBS CA 26 203 203										A	4.9	19	374	1513	291^	89^	294^232^	232^115^	20v	62v	240^163^	190^124^	LT	50v	238^	56v	741	447												
BUGS BUNNY/ROAD RUNNER 2 SAT. 9.30A 30 CBS CA 26 203 203										B	5.0	19	382	1665	290	116	363	236	286	163	32	57	296	185	225	132	26	56	242	84	764	462								
BUGS BUNNY/ROAD RUNNER 3 SAT. 10.00A 30 CBS CA 26 203 203										A	8.2	34	626	1490	289	112^	296	185^	235	164^	35v	47v	272	168^	192^125^	37v	67^	213	99^	709	342									
CAPT. CAVEMAN-TEEN ANGELS SAT. 11.30A 30 ABC CA 3 177 176										B	8.1	35	618	1599	254	113	317	186	248	166	39	58	260	156	201	135	24	45	186	93	836	470								
CASPER AND THE ANGELS SAT. 11.00A 30 NBC CA 15 185 166										A	10.1	39	771	1543	308	186	367	230	299	201	29v	51^	267	168	199	138^	21v	51^	231	118^	678	351								
CBS SPORTS SPEC. SP. ED.(S) 1 SUN. 1.00P 60 CBS SA 162 89										B	9.8	38	748	1645	262	127	333	203	267	174	35	53	291	173	224	153	22	48	222	102	799	455								
1.00 - 1.30										A	10.4	40	794	1535	291	174	347	229	303	194	21v	29v	269	193	210	120^	29v	48^	266	137^	653	320								
1.30 - 2.00										B	10.6	40	809	1641	285	135	353	226	295	192	25	45	299	173	228	165	22	48	233	104	756	420								
DAFFY DUCK SHOW SAT. 10.30A 30 NBC CA 15 207 207										A	6.2	23	473	1359	219^155^		261	205^	218^	95^	32v	43v	221^110^	175^152^	46v	46v	221^143^	656	337											
DEAR ALEX & ANNIE-11:56AM SAT. 11.56A 3 ABC CN 26 177 176										B	6.3	23	481	1438	273	142	300	207	240	117	40	58	196	96	167	142	29	29	208	130	734	382								
DEAR ALEX & ANNIE-11:26AM SUN. 11.26A 3 ABC CN 25 118 116										A	4.7	18	359	1582	312^100^		315^237^	237^101^	19v	78v	284^189^	231^161^	LT	53v	253^	53v	730	419												
DORAL EASTERN OPEN-SAT(S) 1 SAT. 4.00P 60 CBS SE 158 91										B	5.0	18	382	1667	281	113	334	210	257	159	36	60	323	190	228	142	37	73	240	87	770	448								
4.00 - 4.30										A	5.5	18	420	1433	241^	36v	241^119v	129v	43v	11v	79v	1043	388^	687	562^	164^285^	46v	LT	103v	55v										
4.30 - 5.00										A	5.1	17	389	1380	203^	21v	203^	93v	93v	36v	LT	74v	1023	379^	663	560^	195^308^	51v	LT	103v	46v									
5.00 - 5.30										A	6.0	20	458	1434	264^	44v	264^137^	153^	46v	23v	81v	1030	389^	687	547	134v259^	42v	LT	98v	61v										
5.30 - 6.00																																								
DAFFY DUCK SHOW SAT. 10.30A 30 NBC CA 15 207 207										A	4.8	12	366	1467	538	208^	641	102^	239^296^	104^323^			623	132^	252^219^	173^322^	93^	58v	110^	88^										
DEAR ALEX & ANNIE-11:56AM SAT. 11.56A 3 ABC CN 26 177 176										B	6.9	18	526	1660	508	198	566	200	327	299	71	186	710	232	416	379	101	239	172	59	212	147								
4.30 - 5.00										A	3.2	9	244	1434	356^	78v	557^131v	175v102v	LT	324^	701^156v	282^200v	283^419^	LT	LT	176v	176v													
5.00 - 5.30										A	4.6	12	351	1527	501	199^	595	94^	227^277^	123^305^			646	165^	285^222^	157^310^	137^	94^	149^	120^										
5.30 - 6.00										A	6.0	15	458	1376	595	249^	680	103^	263^356	113^324			561	96^	212^209^	149^293	80^	39v	55v	35v										
DAFFY DUCK SHOW SAT. 10.30A 30 NBC CA 15 207 207										A	6.1	23	465	1617	297	65v	318	231^	252^	86^	11v	66v	306	149^	199^177^	LT	78^	227^	64v	766	478									
DEAR ALEX & ANNIE-11:56AM SAT. 11.56A 3 ABC CN 26 177 176										B	6.2	23	473	1624	258	108	298	188	225	142	32	48	297	184	223	130	26	60	217	74	812	503								
DEAR ALEX & ANNIE-11:26AM SUN. 11.26A 3 ABC CN 25 118 116										A	6.0	22	458	1360	230^160^		276	204^	216^	83^	48v	60v	228^108^	174^149^	54v	54v	220^150^	636	331											
DORAL EASTERN OPEN-SAT(S) 1 SAT. 4.00P 60 CBS SE 158 91										B	5.6	22	427	1618	307	126	365	217	285	171	36	64	249	125	185	130	26	48	247	123	757	459								
4.00 - 4.30										A	4.3	20	328	1415	381	52v	381	251^	327^223^	54v	54v	454	286^	430	369^	LT	24v	156^	88v	424	266^									
4.30 - 5.00										B	4.0	16	305	1581	351	123	427	254	325	211	30	76	359	180	288	218	32	65	190	94	605	371								
DORAL EASTERN OPEN-SUN(S) 1 SUN. 4.23P 127 CBS SE 183 97										A	4.3	12	328	1265	476^152v		594^128v	235^234^	93v299^			646^116v	248^295^	155v326^	LT	LT	25v	LT												
4.30 - 5.00										A	4.5	14	343	1236	472^196^		644^181^	344^274^	73v257^			548^	93v	170v233^	154v315^	LT	LT	44v	LT											
5.00 - 5.30										A	4.2	12	320	1231	459^	97v	509^	62v	103v178v	106v331^			722^132v	319^351^	148v324^	LT	LT	LT	LT											
5.30 - 6.00										A	6.5	15	496	1560	525	170^	562	63v	150^197^	137^365^			945	362^	504	445^	187^349^	41v	19v	12v	LT									
6.00 - 6.30										A	5.0	13	382	1510	484^139v		528^	39v	117v154v	123v374^			966	335^	507^534^	180^356^	16v	16v	LT	LT										
FACE THE NATION SUN. 11.30A 30 CBS CC 26 168 156										A	6.1	15	465	1581	505^174^		539	25v	116v163^	138^376^			1003	433^	559	471^	169^338^	39v	13v	LT	LT									
4.30 - 5.00										A	6.9	16	526	1599	512	171^	542	61v	134^168^	158^374^			1012	458	563	409^	191^358^	45v	18v	LT	LT									
5.00 - 5.30										A	8.2	17	626	1593	595	193^	643	108^	215^275^	145^368^			844	244^	402	387	210^361^	63v	28v	43v	LT									
5.30 - 6.00																																								
FACE THE NATION SUN. 11.30A 30 CBS CC 26 168 156										A	3.9	17	298	1329	558	128^	581	71v	144^198^	135^383^			610	150^	289^323^	110^251^	20v	20v	118^	41v										
4.30 - 5.00										B	3.7	14	282	1352	547	157	578	109	206	216	101	323	581	146	291	284	91	242	81	28	112	52								

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VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)										CHILDREN (2-11)																																							
TOTAL										MEN										TOTAL FEM.										TOTAL 6-11																													
TOTAL										18-34										18-49										25-54										55-64										55+									
TOTAL										18-34										18-49										25-54										55-64										55+									
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TOTAL										18-34										18-49										25-54										55-64																			

KEY: A CURRENT REPORT B SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				AUDIENCE COMPOSITION																			
WK # DAY START TIME DUR NET TYPE										WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK- OF ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)			

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
															VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	START DAY	DUR	TIME	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING WOM.	TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL	6-11				
WEEKEND DAYTIME CONT'D																																
NBC'S OLYMPIC DIAR-CONT'D																																
3.00 - 3.30																																
3.30 - 4.00																																
NCAA CHAMP.SERIES-PRE(S)										208																						
1 SAT. 1.30P 15 NBC SC										99																						
NCAA CHAMP. SERIES-SAT-1(S)										208																						
1 SAT. 1.45P 127 NBC SE										99																						
2.00 - 2.30																																
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3.30 - 4.00																																
NCAA CHAMP. SERIES-SAT-2(S)										208																						
1 SAT. 3.52P 128 NBC SE										99																						
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5.30 - 6.00																																
NCAA CHAMP. SERIES-SUN-1(S)										208																						
1 SUN. 1.00P 122 NBC SE										99																						
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2.30 - 3.00																																
NCAA CHAMP. SERIES-SUN-2(S)										207																						
1 SUN. 3.02P 130 NBC SE										99																						
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4.00 - 4.30																																
4.30 - 5.00																																
NCAA CHAMP.SERIES-PRE(S)										211																						
2 SAT. 1.00P 15 NBC SC										99																						
NCAA CHAMP. SERIES-SAT-1(S)										211																						
2 SAT. 1.15P 127 NBC SE										99																						
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NCAA CHAMP. SERIES-SAT-2(S)										211																						
2 SAT. 3.39P 129 NBC SE										99																						
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5.00 - 5.30																																
NCAA CHAMP. SERIES-POST(S)										211																						

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11							
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+		
WEEKEND DAYTIME CONT'D																																	
NCAA SEMI-FINAL SPECIAL(S)						211		A	10.6	32	809	1675	343 150^	454 198^	241^181^	72^139^	913 373	558 553	60^256^	178^ 24^	130^ 85^												
2 SAT. 3.22P 17 NBC SC						99																											
NEW FAT ALBERT SHOW						26 190 187		A	7.5	28	572	1481	243 122^	324 179^	258 149^	15^ 50^	371 182^	228 185^	28^ 83^	236 70^	550 273												
SAT. 11.30A 30 CBS CA						98 98		B	7.6	28	580	1575	320 126	397 236	312 191	22 66	282 134	197 146	27 70	259 120	637 354												
PLASTICMAN COMEDY-SHOW-1						26 190 190		A	5.9	25	450	1393	203^ 69^	216^160^	187^124^	25^ 25^	113^ 55^	82^ 64^	LT 20^	133^ 80^	931 484												
SAT. 9.00A 30 ABC CA						99 99		B	5.8	26	443	1680	242 69	255 134	190 144	26 52	173 100	147 97	12 19	186 76	1066 630												
PLASTICMAN COMEDY-SHOW-2						26 190 190		A	5.3	21	404	1176	182^ 78^	204^128^	165^ 98^	32^ 39^	107^ 42^	69^ 42^	LT 38^	93^ 75^	772 391												
SAT. 9.30A 30 ABC CA						99 99		B	5.8	23	443	1644	220 66	250 141	191 138	20 48	168 101	142 90	LT 15	194 86	1032 604												
PLASTICMAN COMEDY-SHOW-3						26 190 190		A	5.5	21	420	1345	180^ 74^	203^100^	152^ 87^	37^ 51^	155^ 79^	132^102^	LT 23^	232^ 97^	755 414												
SAT. 10.00A 30 ABC CA						99 99		B	5.9	23	450	1607	217 76	244 139	196 140	19 42	155 90	134 93	LT 13	227 107	981 601												
PRO BOWLERS TOUR						12 184 185		A	7.9	22	603	1705	695 212	783 247	442 401	106^280	723 196^	392 373	118^280	99^ 60^	100^ 57^												
SAT. 3.30P 90 ABC SE						93 94		B	9.1	24	694	1614	631 207	700 211	387 342	105 255	686 217	372 367	105 247	95 38	133 98												
3.30 - 4.00								A	7.3	22	557	1637	642 186^	743 266	435 370	96^252	700 195^	368 366	120^275	68^ 55^	126^ 58^												
4.00 - 4.30								A	7.8	22	595	1711	677 213	782 253	433 388	115^281	731 201^	404 376	124^281	113^ 76^	85^ 47^												
4.30 - 5.00								A	8.8	24	671	1726	730 231	796 221	446 429	105^293	722 192	394 366	111^282	119^ 52^	89^ 65^												
SCHOOLHOUSE ROCK-8.56AM						26 190 190		A	6.4	30	488	1322	186^ 69^	186^123^	135^116^	45^ 45^	96^ 46^	63^ 49^	LT 25^	87^ 43^	953 565												
SAT. 8.56A 3 ABC CN						98 98		B	5.6	26	427	1568	242 68	253 140	189 165	28 50	160 83	127 91	14 28	160 55	995 597												
SCHOOLHOUSE ROCK-10.26AM						13 190 190		A	5.6	21	427	1307	209^ 91^	234^108^	176^110^	37^ 58^	159^ 82^	133^106^	LT 26^	223^ 89^	691 389												
SAT. 10.26A 3 ABC CN 99 99																																	
SCHOOLHOUSE ROCK-11.26AM						26 189 188		B	5.6	21	427	1619	251 86	285 156	228 156	19 48	166 90	147 115	LT 11	229 125	939 563												
SAT. 11.26A 3 ABC CN						98 98		A	7.1	27	542	1493	202^124^	268 188^	217^ 99^	36^ 51^	203^ 84^	153^126^	50^ 50^	277 157^	745 467												
SCHOOLHOUSE ROCK-11.55AM						25 131 124		A	3.4	15	259	1120	235^ 46^	343^262^	285^128^	58^ 58^	230 112	173 120	24 42	256 120	804 495												
SUN. 11.55A 4 ABC CN						81 80		B	3.1	12	237	1399	340 92	414 186	278 194	48 111	379^147^	305^305^	24^ 74^	20^ 20^	378^ 204^												
SCOOPY AND SCRAPPY DOO-1						13 189 188		A	7.5	29	572	1437	216 98^	261 168^	207^129^	32^ 54^	351 152	242 207	34 84	156 89	478 263												
SAT. 10.30A 30 ABC CA						98 98		B	7.1	26	542	1668	256 100	297 188	242 162	26 45	194^ 88^	154^141^	29^ 40^	228 104^	754 465												
SCOOPY AND SCRAPPY DOO-2						13 189 188		A	7.7	30	588	1503	187^112^	251 172^	209 105^	30^ 42^	158 86	125 103	18 20	246 134	967 598												
SAT. 11.00A 30 ABC CA						98 98		B	8.0	29	610	1685	275 105	317 204	261 169	30 44	195^ 80^	152^131^	39^ 43^	277 146^	780 473												
SHAZAM						12 168 166		A	6.0	22	458	1441	201^ 76^	258^144^	174^ 89^	16^ 62^	210 102	165 129	27 32	282 137	876 545												
SAT. 12.00N 30 CBS CA						92 92		B	7.0	24	534	1624	312 127	390 185	265 180	31 101	327 123^	182^150^	54^100^	222^ 35^	634 332												
SKATEBIRDS						12 41 40		A	1.0	9	76	LT	LT LT	LT LT	LT LT	LT LT	325 122	208 165	38 103	210 88	699 409												
SUN. 8.00A 30 CBS CA						35 34		B	.9	9	69	LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT												
SPORTSWORLD						11 151 152		A	7.0	18	534	1526	386 171^	487 200^	300 216^	87^164^	793 261	483 444	131^241	112^ 45^	134^ 86^												
1 SUN. 5.12P 48 NBC SE						86 87		B	6.9	17	526	1816	466 191	546 212	332 290	84 158	899 318	563 506	144 273	143 37	228 145												
2 SUN. 4.00P 131																																	
4.00 - 4.30								A	6.6	19	504	1399	322^193^	427^161^	272^167^	79^155^	734 204^	371^401^	132^298^	73^ 45^	165^ 116^												
4.30 - 5.00								A	7.1	19	542	1456	350^175^	466 195^	300^174^	88^166^	740 245^	418^425^	113^238^	111^ 78^	139^ 59^												
5.00 - 5.30								A	7.4	19	565	1358	350^142^	475 193^	295^197^	100^148^	678 196^	379^367^	133^232^	109^ 71^	96^ 96^												
5.30 - 6.00								A	6.8	16	519	1603	399 181^	512 247	329 268	75^148^	835 295	545 474	140^229^	123^ 26^	133^ 88^												
SUNDAY MORNING						26 96 87		A	3.8	18	290	1448	587 331^	635 118^	267^295^	100^290^	701 149^	255^365^	118^287^	40^ LT	72^ 44^												
SUN. 9.00A 90 CBS N						75 73		B	3.0	15	229	1457	565 226	599 153	311 345	122 214	668 192	362 411	96 214	40 LT	150 88												
CONT'D								A	3.4	18	259	1390	571 344^	637 135^	316^293^	111^278^	602 89^	170^306^	107^296^	65^ LT	86^ 77^												

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR 1980 REPORT

2ND MAR. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)										
													TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11									
WEEKEND DAYTIME CONT'D													A	4.1	20	313	1383	521	297	559	101	245	275	89	246	740	175	274	367	122	294	42	LT	42	42
SUNDAY MORNING-CONT'D													A	4.0	18	305	1521	649	351	689	105	232	315	102	338	727	170	304	403	120	265	42	LT	92	19
10.00 - 10.30													A	6.9	22	526	1352	344	121	416	135	257	178	68	141	647	230	428	388	89	177	133	63	156	151
SUPERSTARS													B	9.0	25	687	1656	475	186	541	210	338	295	89	150	732	280	477	418	125	204	173	62	210	160
1 SUN. 2.00P 75 ABC SE 10 172 164													A	5.4	18	412	1478	383	102	482	155	307	208	61	156	650	196	409	352	91	208	200	88	146	135
2 SUN. 2.00P 90													A	6.8	22	519	1424	348	138	439	158	287	191	65	128	680	280	470	430	86	158	147	67	158	149
2.00 - 2.30													A	8.6	27	656	1192	321	126	365	86	189	120	79	159	565	171	319	279	121	209	63	15	199	199
2.30 - 3.00													A	6.7	24	511	1358	230	60	311	201	241	97	15	53	264	152	193	113	42	71	143	45	640	343
3.00 - 3.30													B	6.6	23	504	1642	340	121	419	246	312	197	37	88	332	163	255	174	26	71	230	114	661	374
TARZAN AND SUPER SEVEN 1													A	6.9	24	526	1510	309	57	394	228	297	149	23	79	378	185	256	185	65	110	121	52	617	351
SAT. 12.30P 30 CBS CA 91 92													B	7.0	23	534	1581	364	116	433	240	319	208	42	92	337	161	245	175	35	75	211	97	600	354
TARZAN AND SUPER SEVEN 2													A	4.9	17	374	1297	337	72	382	181	267	182	62	102	380	108	212	158	72	139	80	19	455	230
30 MINUTES													B	4.8	16	366	1503	431	137	499	235	317	229	61	144	436	181	283	216	51	120	170	80	398	237
SAT. 1.30P 30 CBS DN 90 91													A	7.8	30	595	1780	363	15	363	191	240	89	68	123	131	71	82	72	LT	49	218	36	1068	699
TIME OUT-9:45AM													B	6.3	25	481	1688	260	77	292	165	204	130	49	74	159	90	108	95	12	32	169	58	1068	683
SAT. 9.45A 2 NBC CN 98 98													A	5.9	23	450	1651	322	53	325	241	251	76	10	74	317	154	192	186	LT	79	281	65	728	455
TIME OUT-10:58AM													B	5.6	21	427	1679	265	100	324	217	259	146	28	45	259	163	193	114	15	49	237	81	859	532
SAT. 10.58A 2 NBC CN 98 98																																			
TIME OUT-11:58AM													A	4.0	15	305	1748	236	59	341	252	268	196	LT	40	246	112	167	120	30	79	193	49	968	660
SAT. 11.58A 2 NBC CN 83 80													B	5.1	19	389	1685	299	113	379	224	283	185	40	69	271	166	202	130	29	49	279	95	756	480
TOURN. PLAYERS CHAMP.-SAT(S)													A	2.5	7	191	916	141	31	141	42	42	LT	63	78	654	120	225	215	272	403	53	26	68	68
2 SAT. 3.00P 90 CBS SE 139 87													A	2.7	8	206	845	116	54	116	63	63	LT	53	53	573	136	199	155	262	374	69	44	87	87
3.00 - 3.30													A	2.5	7	191	921	109	42	109	LT	LT	36	73	73	722	73	173	235	309	487	90	32	LT	LT
3.30 - 4.00													A	2.3	7	175	989	188	LT	188	57	57	LT	63	108	687	144	309	269	245	354	LT	LT	114	114
4.00 - 4.30													A	6.3	17	481	1509	507	99	584	87	144	221	147	338	815	209	329	379	216	382	37	LT	73	58
TOURN. PLAYERS CHAMP.-SUN(S)													A	5.9	18	450	1449	436	33	498	40	86	153	126	331	824	223	356	392	207	369	65	LT	62	62
2 SUN. 3.30P 150 CBS SE 167 95													A	5.7	17	435	1520	479	56	552	73	133	237	125	304	837	228	327	413	228	354	43	LT	88	79
3.30 - 4.00													A	6.5	17	496	1490	511	121	589	100	157	225	135	323	784	216	301	354	211	380	36	LT	81	61
4.30 - 5.00													A	6.6	17	504	1522	551	123	618	89	153	231	172	362	803	175	313	354	226	410	31	LT	70	48
5.00 - 5.30													A	6.7	17	511	1581	574	153	660	122	178	266	169	365	833	204	340	388	218	403	19	LT	69	53
5.30 - 6.00																																			
WORLD SERIES-AUTO RACING													A	3.4	11	259	1672	518	177	607	277	413	283	115	186	738	283	490	433	92	204	134	31	193	143
SAT. 2.00P 45 ABC SE 81 82													B	3.7	12	282	1578	461	184	582	278	395	259	110	184	746	292	473	440	139	213	121	35	129	82
2.00 - 2.30													A	3.2	11	244	1709	500	176	599	276	414	288	105	176	774	296	533	483	74	188	138	36	198	160

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KEY: A=CURRENT REPORT B=SEASON AVERAGE

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. MON. MAR. 10, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
ALL AUDIENCE (000) & %					22,580 29.6				17,400 22.8				13,810 18.1			
PROGRAM					THAT'S INCREDIBLE				FAMILY (OP)				STONE			
AGE AUDIENCE (000) & %					18,160 23.8	22.5*		25.0*	13,280 17.4	17.1*		17.7*	10,380 13.6	13.7*		13.5*
RE OF AUDIENCE %					35	33 *		37 *	26	25 *		26 *	23	22 *		23 *
AUD. BY 1/4 HR.					21.8	23.2	25.3	24.7	17.6	16.5	17.4	18.1	14.0	13.5	13.3	13.6
CBS TV																
ALL AUDIENCE (000) & %					15,790 20.7		12,360 16.2		22,280 29.2		19,460 25.5		19,840 26.0			
PROGRAM					WKRP IN CINCINNATI		LAST RESORT (OP)		M*A*S*H		HOUSE CALLS		LOU GRANT			
AGE AUDIENCE (000) & %					14,190 18.6		11,520 15.1		20,520 26.9		17,780 23.3		16,630 21.8	22.1*		21.4*
RE OF AUDIENCE %					28		22		39		35		36	36 *		37 *
AUD. BY 1/4 HR.					18.8	18.3	14.6	15.5	26.2	27.6	23.4	23.1	22.3	21.8	21.9	21.0
NBC TV																
ALL AUDIENCE (000) & %					17,630 23.1				20,140 26.4							
PROGRAM					LITTLE HOUSE-PRAIRIE (R)(OP)				NBC MONDAY NIGHT MOVIES FROM HERE TO ETERNITY-PEARL HARBOR							
AGE AUDIENCE (000) & %					14,500 19.0	18.4*		19.7*	13,050 17.1	15.8*		17.3*		18.1*		17.3*
RE OF AUDIENCE %					28	27 *		29 *	27	23 *		26 *		29 *		30 *
AUD. BY 1/4 HR.					17.8	18.9	19.5	19.8	15.7	15.9	17.1	17.5	18.3	17.9	19.0	16.5
ABC TV																
ALL AUDIENCE (000) & %					23,960 31.4				16,330 21.4				14,800 19.4			
PROGRAM					THAT'S INCREDIBLE				FAMILY (OP)				STONE			
AGE AUDIENCE (000) & %					19,230 25.2	24.2*		26.2*	12,360 16.2	15.6*		16.7*	11,290 14.8	14.5*		15.2*
RE OF AUDIENCE %					37	36 *		38 *	24	23 *		25 *	25	24 *		27 *
AUD. BY 1/4 HR.					23.8	24.6	26.5	25.9	15.9	15.3	16.4	17.1	14.6	14.3	14.9	15.6
CBS TV																
ALL AUDIENCE (000) & %					14,880 19.5		13,200 17.3		22,130 29.0		19,530 25.6		19,840 26.0			
PROGRAM					WKRP IN CINCINNATI (R)		LAST RESORT (OP)		M*A*S*H (R)		HOUSE CALLS		LOU GRANT			
AGE AUDIENCE (000) & %					12,890 16.9		11,220 14.7		19,760 25.9		17,850 23.4		16,630 21.8	21.8*		21.8*
RE OF AUDIENCE %					25		21		38		36		37	36 *		39 *
AUD. BY 1/4 HR.					16.8	16.9	14.3	15.1	24.7	27.0	23.4	23.4	21.8	21.8	22.2	21.3
NBC TV																
ALL AUDIENCE (000) & %					20,070 26.3				18,690 24.5				15,720 20.6			
PROGRAM					LITTLE HOUSE-PRAIRIE (R)(OP)				STARMAKERS: BOB HOPE SPCL				T SNYDERS CELEB SPOTLIGHT			
AGE AUDIENCE (000) & %					16,250 21.3	20.5*		22.2*	13,810 18.1	18.5*		17.8*	11,370 14.9	16.5*		13.3*
RE OF AUDIENCE %					31	30 *		32 *	27	27 *		27 *	25	27 *		23 *
AUD. BY 1/4 HR.					19.9	21.0	22.1	22.3	19.2	17.7	18.5	17.2	17.1	15.8	13.7	13.0
HOUSEHOLDS USING TV	WK. 1	60.8	62.6	63.7	64.8	66.8	68.4	67.6	68.1	68.4	69.1	67.2	66.7	62.3	61.2	59.4
Def. 1)	WK. 2	61.9	62.9	62.9	64.9	67.4	68.5	69.4	69.5	67.7	67.9	66.6	65.3	62.0	59.6	57.8
Households: 76,300,000																

For explanation of symbols, See page A.

EVE. MON. MAR. 17, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.TUE. MAR.11, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
AUDIENCE lds (000) & %					18,240 23.9		15,720 20.6		21,440 28.1		18,690 24.5		18,690 24.5			
C TV					HAPPY DAYS (S)(OP)		LAVERNE & SHIRLEY		THREE'S COMPANY		TAXI (R)(OP)		HART TO HART			
AGE AUDIENCE lds (000) & %					16,020 21.0		14,420 18.9		19,080 25.0		16,400 21.5		15,180 19.9		19.8*	20.0*
E OF AUDIENCE %					33		29		37		32		32		31 *	33 *
AUD. BY ¼ HR.					20.9	21.1	18.7	19.1	23.8	26.2	21.9	21.1	19.7	19.9	20.3	19.8
AUDIENCE lds (000) & %					16,400 21.5				18,310 24.0							
S TV					WHITE SHADOW (SUS)(OP)				PLUTONIUM INCIDENT (SUS)(OP)							
AGE AUDIENCE lds (000) & %					13,120 17.2	15.9*		18.6*	10,830 14.2	13.4*		13.5*		14.2*		15.6*
E OF AUDIENCE %					26	25 *		28 *	22	20 *		20 *		22 *		26 *
AUD. BY ¼ HR.					15.5	16.3	18.3	18.8	13.9	12.8	13.7	13.3	13.9	14.4	15.6	15.6
AUDIENCE lds (000) & %					15,790 20.7				23,420 30.7							14,190 18.6
BC TV					SHERIFF LOBO (OP)				BIG SHOW							UNITED STATES
AGE AUDIENCE lds (000) & %					12,890 16.9	15.9*		17.9*	15,640 20.5	19.5*		21.0*		21.1*	16.4	12,510
E OF AUDIENCE %					26	25 *		27 *	31	29 *		31 *		33 *	27	16.4
AUD. BY ¼ HR.					15.6	16.3	17.6	18.3	19.3	19.7	20.8	21.1	21.5	20.7	17.3	15.5
AUDIENCE lds (000) & %					17,240 22.6		16,330 21.4		20,520 26.9		16,100 21.1		19,080 25.0			
C TV					HAPPY DAYS (R)(S)(OP)		LAVERNE & SHIRLEY		THREE'S COMPANY (R)(S)(OP)		TAXI (R)(OP)		HART TO HART			
AGE AUDIENCE lds (000) & %					15,110 19.8		14,880 19.5		18,460 24.2		14,650 19.2		15,260 20.0		18.7*	21.3*
E OF AUDIENCE %					32		30		37		30		34		31 *	38 *
AUD. BY ¼ HR.					18.9	20.7	19.0	19.9	23.7	24.8	19.7	18.8	18.2	19.2	21.2	21.5
AUDIENCE lds (000) & %					15,030 19.7				19,380 25.4							
S TV					WHITE SHADOW (SUS)(OP)				CBS TUESDAY NIGHT MOVIES W.W. AND THE DIXIE DANCEKINGS (R)(SUS)(OP)							
AGE AUDIENCE lds (000) & %					11,900 15.6	14.6*		16.6*	11,830 15.5	15.0*		16.0*		15.7*		15.4*
E OF AUDIENCE %					25	24 *		26 *	25	23 *		25 *		26 *		27 *
AUD. BY ¼ HR.					14.1	15.0	16.8	16.3	14.9	15.1	15.9	16.0	16.0	15.4	15.8	15.1
AUDIENCE lds (000) & %					16,250 21.3				21,970 28.8							10,760 14.1
BC TV					SHERIFF LOBO (OP)				BIG SHOW							UNITED STATES
AGE AUDIENCE lds (000) & %					12,670 16.6	15.5*		17.7*	14,570 19.1	17.8*		20.4*		19.1*	9,540	
E OF AUDIENCE %					26	25 *		27 *	30	27 *		31 *		31 *	12.5	
AUD. BY ¼ HR.					15.1	15.9	17.4	17.9	17.4	18.2	20.1	20.7	19.7	18.4	13.4	11.5
DS USING TV Def. 1)	WK. 1	59.5	61.3	61.5	63.4	64.1	64.5	65.8	66.9	66.9	67.9	67.1	66.5	65.0	64.2	61.9
	WK. 2	57.2	59.3	59.5	60.3	61.1	62.9	64.3	65.3	65.4	66.0	65.1	64.4	61.9	60.0	57.0

Households: 76,300,000

For explanation of symbols, See page A.

EVE.TUE. MAR.18, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.WED. MAR.12, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV					16,790 22.0				18,310 24.0				19,300 25.3			
AL AUDIENCE holds (000) & %																
AGE AUDIENCE holds (000) & %					13,730 18.0	17.3*		18.6*	14,570 19.1	18.1*		20.2*	16,250 21.3	21.0*		21.6*
RE OF AUDIENCE %					27	27 *		28 *	30	28 *		31 *	36	34 *		37 *
AUD. BY ¼ HR. %					16.9	17.8	18.6	18.5	17.8	18.4	19.9	20.5	20.7	21.3	22.0	21.2
CBS TV					11,520 15.1				16,020 21.0							
AL AUDIENCE holds (000) & %																
AGE AUDIENCE holds (000) & %					8,700 11.4	11.4*		11.5*	10,680 14.0	13.0*		13.4*		15.1*		14.6*
RE OF AUDIENCE %					17	18 *		17 *	23	20 *		21 *		25 *		25 *
AUD. BY ¼ HR. %					11.2	11.6	11.3	11.7	13.0	13.0	13.2	13.7	15.4	14.9	14.5	14.8
ABC TV					23,810 31.2				20,370 26.7		18,390 24.1		15,410 20.2			
AL AUDIENCE holds (000) & %																
AGE AUDIENCE holds (000) & %					20,220 26.5	25.7*		27.2*	18,620 24.4		16,560 21.7		12,210 16.0	16.3*		15.7*
RE OF AUDIENCE %					40	39 *		41 *	38		34		27	27 *		27 *
AUD. BY ¼ HR. %					24.4	26.9	27.3	27.1	24.0	24.8	22.0	21.4	16.6	16.0	15.8	15.6
ABC TV					21,060 27.6				23,420 30.7							
AL AUDIENCE holds (000) & %																
AGE AUDIENCE holds (000) & %					17,010 22.3	21.2*		23.3*	16,480 21.6	19.5*		21.4*		23.2*		22.4*
RE OF AUDIENCE %					34	33 *		35 *	34	30 *		33 *		37 *		37 *
AUD. BY ¼ HR. %					20.3	22.2	23.3	23.4	19.1	19.9	21.2	21.7	23.2	23.1	23.0	21.8
CBS TV					10,000 13.1				18,160 23.8							
AL AUDIENCE holds (000) & %																
AGE AUDIENCE holds (000) & %					7,400 9.7	9.6*		9.8*	12,670 16.6	14.6*		16.2*		18.0*		17.7*
RE OF AUDIENCE %					15	15 *		15 *	26	22 *		25 *		29 *		30 *
AUD. BY ¼ HR. %					9.8	9.4	9.6	10.0	14.1	15.1	16.3	16.1	17.8	18.1	18.0	17.5
ABC TV					25,710 33.7				20,220 26.5		16,100 21.1		12,360 16.2			
AL AUDIENCE holds (000) & %																
AGE AUDIENCE holds (000) & %					20,680 27.1	26.1*		28.1*	18,310 24.0		14,270 18.7		9,610 12.6	13.0*		12.2*
RE OF AUDIENCE %					41	41 *		42 *	36		29		21	21 *		20 *
AUD. BY ¼ HR. %					25.0	27.1	28.1	28.1	24.3	23.7	19.0	18.4	13.4	12.5	12.2	12.2
WKS USING TV	WK. 1	61.2	61.9	61.8	62.8	64.0	66.2	66.3	66.5	64.9	65.0	64.2	64.6	61.8	60.6	59.3
Def. 1)	WK. 2	56.4	58.6	58.8	60.4	62.5	65.2	66.6	67.2	65.5	66.8	65.7	65.3	63.2	62.2	61.1
Households:		76,300,000														

For explanation of symbols, See page A.

EVE.WED. MAR.19, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.THU. MAR.13, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
EVE THU MAR. 13, 1980																
AL AUDIENCE																
holds (000) & %					18,240 23.9		18,010 23.6		18,390 24.1		17,400 22.8		20,140 26.4		20/20	
3C TV																
AGE AUDIENCE					MORK & MINDY (R)		BENSON (R)		BARNEY MILLER (R)		SOAP (OP)					
RE OF AUDIENCE					15,720 20.6		16,250 21.3		16,790 22.0		15,870 20.8		16,330 21.4		22.0*	20.7*
AUD. BY ¼ HR.					32 19.7	21.6	32 20.6	22.1	33 22.1	21.8	31 20.9	20.7	34 22.1	22.0* 34 *	21.5	20.7* 34 *
AL AUDIENCE																
holds (000) & %					16,790 22.0				15,570 20.4				16,630 21.8			
5S TV																
AGE AUDIENCE							WALTONS (OP)				BARNABY JONES				KNOTS LANDING	
RE OF AUDIENCE					13,960 18.3	17.5*		19.0*	12,740 16.7	15.7*		17.6*	13,350 17.5	17.8*		17.1*
AUD. BY ¼ HR.					28 16.8	27 * 18.2		28 * 19.3	25 15.0	24 * 16.4		26 * 17.2	28 18.1	27 * 17.6	17.3	28 * 17.0
AL AUDIENCE																
holds (000) & %					13,430 17.6				16,100 21.1				13,510 17.7			
3C TV																
AGE AUDIENCE							BUCK ROGERS-25TH CENTURY (R)(OP)				QUINCY, M.E.				ROCKFORD FILES (R)	
RE OF AUDIENCE					10,380 13.6	12.9*		14.3*	12,670 16.6	16.1*		17.0*	9,770 12.8	12.9*		12.8*
AUD. BY ¼ HR.					21 12.7	20 * 13.1		21 * 14.1	25 16.1	24 * 16.1		25 * 17.1	20 13.0	20 * 12.7	12.7	21 * 12.9
AL AUDIENCE																
holds (000) & %					17,470 22.9		17,930 23.5		15,110 19.8		16,330 21.4		16,710 21.9		20/20	
3C TV																
AGE AUDIENCE							MORK & MINDY		BENSON		BARNEY MILLER (R)		SOAP (OP)			
RE OF AUDIENCE					14,950 19.6		16,250 21.3		13,890 18.2		15,030 19.7		12,890 16.9		18.4*	15.3*
AUD. BY ¼ HR.					31 18.4		33 20.9		27 20.7		29 21.8		29 19.1	30 * 17.7		27 * 14.9
AL AUDIENCE																
holds (000) & %					22,740 29.8								17,320 22.7			
5S TV																
AGE AUDIENCE									PALMERSTOWN, U.S.A. (OP)						KNOTS LANDING	
RE OF AUDIENCE					16,560 21.7	20.5*		21.7*		22.2*		22.5*	14,650 19.2	18.8*		19.6*
AUD. BY ¼ HR.					33 20.2	32 * 20.7		33 * 21.7		33 * 22.0		33 * 22.4	33 18.6	31 * 19.0	20.0	35 * 19.2
AL AUDIENCE																
holds (000) & %					16,330 21.4				17,400 22.8				15,260 20.0			
3C TV																
AGE AUDIENCE							BUCK ROGERS-25TH CENTURY (OP)				QUINCY, M.E.				ROCKFORD FILES (R)	
RE OF AUDIENCE					12,510 16.4	15.8*		17.0*	14,570 19.1	19.0*		19.2*	12,670 16.6	16.9*		16.4*
AUD. BY ¼ HR.					25 15.8	25 * 15.8		26 * 16.8	29 18.8	29 * 19.1		28 * 19.6	28 17.0	28 * 16.9	16.8	29 * 15.9
OLDS USING TV																
WK. 1	61.7	62.7	62.2	63.3	63.9	65.9	66.6	67.2	66.2	66.8	67.2	67.7	65.9	64.3	62.5	60.7
WK. 2	57.2	58.1	58.7	60.2	62.7	64.4	65.1	65.9	65.8	67.0	67.8	67.2	62.1	60.1	57.9	54.6

Households: 76,300,000

For explanation of symbols, See page A.

EVE.THU. MAR.20, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.FRI. MAR.14, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
C TV					15,640 20.5				19,460 25.5							
AGE AUDIENCE																
olds (000) & %																
% OF AUDIENCE																
AUD. BY ¼ HR.																
					11,220 14.7	15.0*		14.3*	12,060 15.8	15.3*			17.1*		15.2*	15.6*
					25	26 *		24 *	26	25 *			28 *		24 *	26 *
					15.3	14.8	14.6	14.1	14.4	16.2	17.4	16.7	15.3	15.1	15.9	15.3
S TV					17,400 22.8							25,560 33.5			24,640 32.3	
AGE AUDIENCE																
olds (000) & %																
% OF AUDIENCE																
AUD. BY ¼ HR.																
					13,660 17.9	15.9*		19.9*				20,600 27.0	23.4*		29.0*	25.7
					30	27 *		33 *				43	38 *		46 *	45
					15.1	16.7	19.3	20.4				22.1	24.1	28.4	29.7	26.0
BC TV					13,960 18.3		13,050 17.1					12,740 16.7			11,750 15.4	
AGE AUDIENCE																
olds (000) & %																
% OF AUDIENCE																
AUD. BY ¼ HR.																
					12,590 16.5		11,600 15.2					8,700 11.4	12.2*		11.0*	7,480 9.8
					28		25					18	20 *		17 *	16 *
					15.9	17.1	15.3	15.2				12.2	12.1	11.6	10.4	9.5
C TV					13,580 17.8				15,570 20.4							
AGE AUDIENCE																
olds (000) & %																
% OF AUDIENCE																
AUD. BY ¼ HR.																
					10,300 13.5	13.6*		13.4*	9,160 12.0	10.9*		11.4*		12.6*		12.9*
					22	23 *		22 *	19	17 *		18 *		20 *		21 *
					13.8	13.5	13.5	13.4	11.0	10.9	11.0	11.9	12.5	12.7	12.9	12.9
S TV					19,460 25.5				25,410 33.3				28,150 36.9			
AGE AUDIENCE																
olds (000) & %																
% OF AUDIENCE																
AUD. BY ¼ HR.																
					15,410 20.2	18.2*		22.2*	21,820 28.6	28.1*		29.2*	24,950 32.7	32.1*		33.3*
					33	31 *		36 *	45	45 *		46 *	52	51 *		54 *
					17.3	19.2	21.6	22.7	27.5	28.8	29.1	29.3	31.1	33.1	33.6	33.1
BC TV					13,580 17.8		12,210 16.0		11,830 15.5				10,450 13.7			
AGE AUDIENCE																
olds (000) & %																
% OF AUDIENCE																
AUD. BY ¼ HR.																
					12,360 16.2		11,290 14.8		9,000 11.8	11.8*		11.9*	7,860 10.3	10.4*		10.2*
					27		24		19	19 *		19 *	17	17 *		16 *
					16.0	16.3	14.9	14.7	11.7	11.8	12.1	11.7	10.4	10.4	10.3	10.0
LDs USING TV	WK. 1	54.2	55.2	55.1	56.0	57.7	59.4	60.1	60.6	60.8	61.8	61.9	61.9	62.6	61.9	59.7
Def. 1)	WK. 2	54.8	56.5	55.8	56.5	58.3	60.4	61.5	61.9	62.1	62.5	63.4	63.7	63.2	62.5	61.4

Households: 76,300,000

For explanation of symbols, See page A.

EVE.FRI. MAR.21, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.SAT. MAR.15, 1980

ME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TV																
AUDIENCE (000) & %					9,920 13.0		10,220 13.4		17,090 22.4				18,920 24.8			
TV					ONE IN A MILLION		ROPER		LOVE BOAT (OP)				FANTASY ISLAND (R)			
AGE AUDIENCE (000) & %					8,470 11.1		9,540 12.5		14,730 19.3	19.0*		19.7*	15,490 20.3	19.8*		20.8*
RE OF AUDIENCE %					20		22		32	32 *		33 *	36	34 *		38 *
AUD. BY 1/4 HR.					11.1	11.2	11.8	13.2	18.5	19.5	19.3	20.0	19.6	20.0	21.0	20.6
TV																
AUDIENCE (000) & %					11,750 15.4				14,340 18.8						9,230 12.1	
TV					CHISHOLMS (OP)				HAGEN						NEVER SAY NEVER	
AGE AUDIENCE (000) & %					9,080 11.9	12.0*		11.8*	10,760 14.1	13.2*		13.9*		15.1*	8,240 10.8	
RE OF AUDIENCE %					21	22 *		21 *	24	22 *		23 *		26 *	20	
AUD. BY 1/4 HR.					12.2	11.8	11.9	11.8	13.0	13.4	13.7	14.1	15.3	15.0	11.0	10.5
TV																
AUDIENCE (000) & %					20,220 26.5				16,860 22.1				12,970 17.0			
TV					CHIPS (R)(OP)				SANFORD				PRIME TIME SATURDAY			
AGE AUDIENCE (000) & %					16,480 21.6	20.3*		22.9*	13,810 18.1	17.9*		18.2*	9,230 12.1	12.3*		11.9*
RE OF AUDIENCE %					39	37 *		40 *	30	30 *		30 *	22	21 *		22 *
AUD. BY 1/4 HR.					19.5	21.2	22.7	23.1	17.8	18.0	18.4	18.1	12.7	12.0	12.4	11.4
TV																
AUDIENCE (000) & %					23,650 31.0								17,700 23.2			
TV					LOVE BOAT (R)(OP)								FANTASY ISLAND (R)			
AGE AUDIENCE (000) & %					14,420 18.9	15.2*		16.4*		21.6*		22.5*	14,190 18.6	18.8*		18.5*
RE OF AUDIENCE %					31	26 *		27 *		36 *		37 *	34	33 *		35 *
AUD. BY 1/4 HR.					15.0	15.4	15.9	16.9	21.0	22.2	22.8	22.2	18.9	18.6	18.8	18.2
TV																
AUDIENCE (000) & %					17,400 22.8				14,270 18.7				14,190 18.6			
TV					TIM CONWAY SHOW (OP)				HAWAII FIVE-O				HAGEN			
AGE AUDIENCE (000) & %					13,350 17.5	17.6*		17.3*	11,370 14.9	14.5*		15.3*	11,750 15.4	15.5*		15.3*
RE OF AUDIENCE %					29	30 *		29 *	25	24 *		25 *	28	27 *		29 *
AUD. BY 1/4 HR.					17.3	17.9	17.5	17.2	14.6	14.4	15.2	15.3	15.3	15.7	15.5	15.2
TV																
AUDIENCE (000) & %					16,630 21.8				13,810 18.1		12,060 15.8		11,980 15.7			
TV					B.J. AND THE BEAR (OP)				SANFORD		ME AND MAXX		PRIME TIME SATURDAY			
AGE AUDIENCE (000) & %					13,730 18.0	17.0*		19.0*	11,980 15.7		11,290 14.8		8,850 11.6	12.6*		10.7*
RE OF AUDIENCE %					30	29 *		31 *	26		24		21	22 *		20 *
AUD. BY 1/4 HR.					15.9	18.2	19.0	19.1	15.7	15.7	14.9	14.7	12.9	12.2	11.1	10.3
TV																
OLDS USING TV (Def. 1)	WK. 1	50.0	50.9	52.7	54.2	54.7	55.1	56.2	57.6	59.0	60.0	60.0	60.1	57.8	57.7	55.5
	WK. 2	51.8	54.2	55.9	56.9	58.0	59.3	60.2	61.2	60.2	61.0	61.1	60.7	57.1	56.1	54.4

Households: 76,300,000

For explanation of symbols, See page A.

EVE.SAT. MAR.22, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.SUN. MAR.16, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
AUDIENCE (000) & %	15,340 20.1				16,630 21.8				23,120 30.3							
PROGRAM	GALACTICA 1980				TENSPEED AND BROWN SHOE (OP)				ABC SUNDAY NIGHT MOVIE FORCE 10 FROM NAVARONE (9:00-11:28PM)							
AGE AUDIENCE (000) & %	11,520 15.1	13.7*			13,430 17.6	17.3*		17.8*	14,650 19.2	18.4*		18.8*		19.5*		19.6*
RE OF AUDIENCE %	24	22 *			26	26 *		26 *	31	27 *		28 *		30 *		32 *
AUD. BY 1/4 HR. %	12.7	14.7	16.3	16.8	17.2	17.5	17.8	17.8	18.7	18.0	18.6	19.0	19.5	19.5	19.5	19.7
S TV																
AUDIENCE (000) & %	26,400 34.6				19,990 26.2		20,070 26.3		22,430 29.4		21,520 28.2					
PROGRAM	60 MINUTES				ARCHIE BUNKER'S PLACE (R)		ONE DAY AT A TIME (OP)		ALICE		AFI SALTUES J. STEWART					
AGE AUDIENCE (000) & %	21,970 28.8	27.5*		30.1*	17,780 23.3		18,690 24.5		20,300 26.6		15,410 20.2	21.8*		20.2*		18.7*
RE OF AUDIENCE %	45	45 *		45 *	35		36		39		32	33 *		31 *		31 *
AUD. BY 1/4 HR. %	26.0	29.0	30.0	30.2	22.5	24.1	24.2	24.8	26.1	27.0	21.7	22.0	20.2	20.2	19.4	18.0
BC TV																
AUDIENCE (000) & %	22,050 28.9								23,120 30.3							
PROGRAM	DISNEY'S WONDERFUL WORLD SON OF FLUBBER (OP)								BIG EVENT SEMI-TOUGH (R)							
AGE AUDIENCE (000) & %	13,120 17.2	14.1*		15.8*		19.3*		19.7*	14,880 19.5	17.8*		21.0*		20.1*		19.1*
RE OF AUDIENCE %	26	23 *		24 *		29 *		29 *	30	26 *		31 *		31 *		31 *
AUD. BY 1/4 HR. %	13.9	14.3	15.5	16.1	19.4	19.2	19.9	19.5	17.6	18.0	21.2	20.8	20.3	19.9	19.4	18.9
BC TV																
AUDIENCE (000) & %	13,050 17.1				13,510 17.7				18,460 24.2							
PROGRAM	GALACTICA 1980				TENSPEED AND BROWN SHOE (OP)				ABC SUNDAY NIGHT MOVIE DR. ZHIVAGO, PART I (R)							
AGE AUDIENCE (000) & %	10,150 13.3	12.7*		14.0*	10,530 13.8	13.3*		14.3*	14,190 18.6	17.5*		18.6*		19.7*		18.3*
RE OF AUDIENCE %	22	22 *		22 *	21	21 *		21 *	28	26 *		27 *		30 *		29 *
AUD. BY 1/4 HR. %	12.1	13.2	13.7	14.2	13.3	13.4	14.3	14.2	17.2	17.9	18.6	18.6	19.8	19.6	19.1	17.6
BS TV																
AUDIENCE (000) & %	26,250 34.4				18,620 24.4		18,310 24.0		18,390 24.1		17,010 22.3		15,030 19.7			
PROGRAM	60 MINUTES				ARCHIE BUNKER'S PLACE		ONE DAY AT A TIME (OP)		ALICE		JEFFERSONS		TRAPPER JOHN, M.D.			
AGE AUDIENCE (000) & %	21,360 28.0	27.0*		29.0*	17,090 22.4		16,860 22.1		16,860 22.1		15,790 20.7		12,970 17.0	17.1*		16.9*
RE OF AUDIENCE %	46	47 *		46 *	35		33		33		31		27	26 *		27 *
AUD. BY 1/4 HR. %	25.8	28.2	29.5	28.6	22.3	22.4	21.9	22.3	22.1	22.1	20.6	20.9	17.3	16.9	17.1	16.8
BC TV																
AUDIENCE (000) & %	15,260 20.0				22,580 29.6				26,780 35.1							
PROGRAM	DISNEY'S WONDERFUL WORLD THE SHAGGY D.A., PART I (R)				CHIPS (OP)				BIG EVENT SMOKEY AND THE BANDIT (R)							
AGE AUDIENCE (000) & %	11,520 15.1	13.6*		16.6*	18,390 24.1	22.9*		25.4*	19,910 26.1	24.7*		26.2*		26.8*		26.6*
RE OF AUDIENCE %	25	24 *		26 *	37	36 *		38 *	40	36 *		39 *		41 *		43 *
AUD. BY 1/4 HR. %	12.9	14.3	15.7	17.5	22.2	23.7	24.8	25.9	24.7	24.7	25.8	26.6	26.9	26.6	26.8	26.5
HOUSEHOLDS USING TV WK. 1	59.7	63.2	65.6	67.0	65.5	66.9	68.4	69.3	69.0	68.9	67.2	66.6	65.1	64.1	62.1	59.8
Def. 1) WK. 2	56.2	59.4	62.0	63.4	63.9	65.0	66.4	67.8	67.9	67.8	67.8	67.9	65.2	64.2	63.4	61.5

For explanation of symbols, See page A.

EVE.SUN. MAR.23, 1980

SUN. 11:00 P.M. - 12:45 A.M.

MON.-FRI. 11:30 P.M. - 1:45 A.M.

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30
AL AUDIENCE holds (000) & %	{		4,350 5.7													
BC TV	{		(1) (-OP)	ABC WEEKEND REPORT-SUN. (11:28-11:43PM)												
RAGE AUDIENCE holds (000) & %	{		4,430 5.8													
RE OF AUDIENCE %	{		16													
AUD. BY ¼ HR.	{		20.6	6.0	5.7											
AL AUDIENCE holds (000) & %	{		5,570 7.3													
BS TV	{		CBS SUNDAY NEWS- BRADLEY										(OP)			
RAGE AUDIENCE holds (000) & %	{		5,110 6.7													
RE OF AUDIENCE %	{		13													
AUD. BY ¼ HR.	{		6.7													
AL AUDIENCE holds (000) & %	{		4,200 5.5													
BC TV	{		NBC LATE NIGHT MOVIE (11:30-1:32AM)(-OP)										(OP)			
RAGE AUDIENCE holds (000) & %	{		1,980 2.6	3.3*			3.0*									
RE OF AUDIENCE %	{		12	10 *			12 *									
AL AUDIENCE holds (000) & %	{		5,720 7.5													
BC TV	{		ABC WEEKEND REPORT-SUN.													
RAGE AUDIENCE holds (000) & %	{		5,490 7.2													
RE OF AUDIENCE %	{		15													
AUD. BY ¼ HR.	{		7.2													
AL AUDIENCE holds (000) & %	{		6,560 8.6													
BS TV	{		CBS SUNDAY NEWS- BRADLEY													
RAGE AUDIENCE holds (000) & %	{		6,180 8.1													
RE OF AUDIENCE %	{		16													
AUD. BY ¼ HR.	{		8.1													
AL AUDIENCE holds (000) & %	{		5,260 6.9													
BC TV	{		NBC LATE NIGHT MOVIE (11:30-1:10AM)(-OP)													
RAGE AUDIENCE holds (000) & %	{		3,050 4.0	5.0*			4.1*									
RE OF AUDIENCE %	{		17	16 *			18 *									
AUD. BY ¼ HR.	{		5.0	5.0	4.3	3.9	3.4									
AL AUDIENCE holds (000) & %	{		9,380 12.3													
BC TV	{		TONIGHT SHOW >(S)(OP)(-OP)													
RAGE AUDIENCE holds (000) & %	{		5,650 7.4													
RE OF AUDIENCE %	{		28													
AUD. BY ¼ HR.	{		9.4													
AL AUDIENCE holds (000) & %	{		2,820 3.7													
BC TV	{		TOMORROW SHOW (M-TH)>(OP)(-OP)													
RAGE AUDIENCE holds (000) & %	{		2,060 2.7													
RE OF AUDIENCE %	{		21													
AUD. BY ¼ HR.	{		3.5													
OLDS USING TV WK. 1	53.0	45.9	35.7	31.3	26.2	22.6	19.3	37.0	32.0	27.3	23.8	21.3	18.8	16.3	14.1	12.1
Def. 1) WK. 2	50.0	41.9	33.4	28.6	24.0	20.6	18.9	35.4	31.2	27.3	24.0	21.6	19.0	16.3	14.4	13.0

Households: 76,300,000

C SUNDAY NIGHT MOVIE, FORCE 10 FROM NAVARONE, ABC, (9:00-11:28PM)

For explanation of symbols, See page A.

SUN. 11:00 P.M. - 12:45 A.M.

MON.-FRI. 11:30 P.M. - 1:45 A.M.

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR.10-14, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
L AUDIENCE olds (000) & %			4,960 6.5				5,880 7.7									
C TV			GOOD MORNING, AMERICA-730 (CO-OP)	(PARTICIPATING)			GOOD MORNING, AMERICA-830 (CO-OP)	(PARTICIPATING)								
AGE AUDIENCE olds (000) & %			3,820 5.0				5,040 6.6									
E OF AUDIENCE %			26				31									
AUD. BY ¼ HR. %			4.9	5.2			6.5	6.7								
L AUDIENCE olds (000) & %		3,430 4.5			3,200 4.2								3,890 5.1		3,130 4.1	
S TV		MORNING MON-FRI (CO-OP)	(PARTICIPATING)		CAPTAIN KANGAROO								JEFFERSONS M-F		CELEBRITY WHEW (10:30-10:54AM) (OP)	
AGE AUDIENCE olds (000) & %		2,290 3.0		2.9*	2,060 2.7	2.5*		2.8*					3,360 4.4		2,820 3.7	
E OF AUDIENCE %		16		15 *	13	12 *		13 *					20		17	
AUD. BY ¼ HR. %		3.1	3.1	2.8	2.3	2.7	2.7	2.9					4.3	4.6	3.5	3.9
L AUDIENCE olds (000) & %		4,730 6.2					5,420 7.1						3,970 5.2		4,430 5.8	
C TV		TODAY SHOW-7.30AM (CO-OP)	(PARTICIPATING)		TODAY SHOW-8.30AM (CO-OP)	(PARTICIPATING)							CARD SHARKS		HOLLYWOOD SQUARES (SUS)(OP)	
AGE AUDIENCE olds (000) & %		3,740 4.9					4,500 5.9						3,430 4.5		3,890 5.1	
E OF AUDIENCE %		25					28						20		23	
AUD. BY ¼ HR. %		4.6	5.1				5.9	5.9					4.4	4.6	5.1	5.1
C TV		GOOD MORNING, AMERICA-730 (CO-OP)	(PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP)	(PARTICIPATING)										
AGE AUDIENCE olds (000) & %		3,820 5.0					4,960 6.5									
E OF AUDIENCE %		25					31									
AUD. BY ¼ HR. %		4.8	5.1				6.5	6.6								
L AUDIENCE olds (000) & %		3,590 4.7			3,820 5.0								3,510 4.6		3,130 4.1	
S TV		MORNING MON-FRI (CO-OP)	(PARTICIPATING)		CAPTAIN KANGAROO								JEFFERSONS M-F		CELEBRITY WHEW (10:30-10:54AM) (OP)	
AGE AUDIENCE olds (000) & %		2,440 3.2		3.1*	2,370 3.1	2.9*		3.3*					3,050 4.0		2,820 3.7	
E OF AUDIENCE %		17		16 *	15	14 *		15 *					19		18	
AUD. BY ¼ HR. %		3.3	3.3	2.9	2.7	3.0	3.2	3.4					3.8	4.2	3.6	3.8
L AUDIENCE olds (000) & %		5,040 6.6					5,720 7.5						3,660 4.8		3,890 5.1	
C TV		TODAY SHOW-7.30AM (CO-OP)	(PARTICIPATING)		TODAY SHOW-8.30AM (CO-OP)	(PARTICIPATING)							CARD SHARKS		HOLLYWOOD SQUARES (SUS)(OP)	
AGE AUDIENCE olds (000) & %		4,120 5.4					4,730 6.2						3,200 4.2		3,430 4.5	
E OF AUDIENCE %		27					29						20		22	
AUD. BY ¼ HR. %		5.2	5.6				6.3	6.1					4.1	4.2	4.4	4.6
DS USING TV WK. 1	10.2	12.9	15.3	17.2	18.6	19.6	20.3	21.1	20.9	21.1	21.9	21.9	22.2	22.5	22.4	22.6
ef. 1) WK. 2	10.1	13.1	16.0	17.8	19.1	20.3	20.4	20.8	20.7	20.8	21.3	21.4	20.7	21.1	20.8	20.9

Households: 76,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAR.17-21, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR.10-14, 1980

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
AL AUDIENCE holds (000) & %	{ 5,040 6.6		6,030 7.9		4,730 6.2		6,410 8.4		9,460 12.4				9,160 12.0			
3C TV	LAVERNE & SHIRLEY M-F		FAMILY FEUD		\$20,000 PYRAMID		RYAN'S HOPE (SUS)(OP)		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE (SUS)(OP)			
RAGE AUDIENCE holds (000) & %	{ 4,200 5.5		5,190 6.8		3,890 5.1		5,490 7.2		7,400 9.7	9.4*		10.0*	6,940 9.1	9.1*		9.1*
RE OF AUDIENCE %	25		28		19		26		33	32 *		34 *	31	31 *		30 *
AUD. BY ¼ HR. %	5.2	5.7	6.5	7.0	4.9	5.4	7.0	7.4	9.1	9.8	10.0	10.0	9.3	8.9	9.0	9.1
AL AUDIENCE holds (000) & %	{ 5,190 6.8		6,030 7.9				6,100 8.0		7,550 9.9				7,400 9.7			
3S TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2				SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS				AS THE WORLD TURNS			
RAGE AUDIENCE holds (000) & %	{ 4,580 6.0		5,190 6.8				5,190 6.8		5,880 7.7	7.5*		7.9*	5,800 7.6	7.7*		7.4*
RE OF AUDIENCE %	27		29				24		27	27 *		27 *	26	26 *		25 *
AUD. BY ¼ HR. %	5.9	6.2	6.5	7.1			6.8	6.8	7.3	7.7	7.8	8.1	7.6	7.7	7.4	7.4
AL AUDIENCE holds (000) & %	{ 4,650 6.1		5,110 6.7		3,430 4.5		5,340 7.0		6,640 8.7				4,880 6.4		8,390 11.0	
BC TV	HIGH ROLLERS		WHEEL OF FORTUNE (SUS)(OP)		CHAIN REACTION		PASSWORD PLUS (SUS)(OP)		DAYS OF OUR LIVES				DOCTORS		ANOTHER WORLD	
RAGE AUDIENCE holds (000) & %	{ 4,120 5.4		4,430 5.8		3,050 4.0		4,580 6.0		4,810 6.3	6.3*		6.4*	4,350 5.7		5,950 7.8	7.1*
RE OF AUDIENCE %	24		24		15		21		21	21 *		22 *	19		24	24 *
AUD. BY ¼ HR. %	5.9		7.8		5.9		8.4		12.9	6.4	6.4	6.4	5.6	5.9	6.9	7.4
C TV	LAVERNE & SHIRLEY M-F		FAMILY FEUD		\$20,000 PYRAMID		RYAN'S HOPE (SUS)(OP)		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE (SUS)(OP)			
RAGE AUDIENCE holds (000) & %	{ 3,820 5.0		5,040 6.6		3,890 5.1		5,570 7.3		8,010 10.5	10.1*		10.9*	7,170 9.4			
RE OF AUDIENCE %	24		28		20		26		36	35 *		36 *	32			
AUD. BY ¼ HR. %	4.8	5.2	6.3	6.9	5.0	5.2	7.1	7.6	9.7	10.5	10.9	10.9	9.7	9.5	9.3	9.4
AL AUDIENCE holds (000) & %	{ 5,040 6.6		5,800 7.6				5,490 7.2		7,780 10.2				7,550 9.9			
S TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2				SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS				AS THE WORLD TURNS			
RAGE AUDIENCE holds (000) & %	{ 4,430 5.8		5,040 6.6				4,880 6.4		6,030 7.9	7.8*		8.1*	5,880 7.7	7.7*		7.7*
RE OF AUDIENCE %	28		29				23		28	28 *		28 *	26	26 *		26 *
AUD. BY ¼ HR. %	5.4	6.1	6.5	6.8			6.4	6.4	7.6	7.9	8.0	8.2	7.7	7.7	7.7	7.8
AL AUDIENCE holds (000) & %	{ 4,650 6.1		5,260 6.9		3,820 5.0		5,490 7.2		6,790 8.9				5,570 7.3		9,080 11.9	
C TV	HIGH ROLLERS		WHEEL OF FORTUNE (SUS)(OP)		CHAIN REACTION		PASSWORD PLUS (SUS)(OP)		DAYS OF OUR LIVES				DOCTORS		ANOTHER WORLD	
RAGE AUDIENCE holds (000) & %	{ 4,040 5.3		4,500 5.9		3,280 4.3		4,730 6.2		5,040 6.6	6.3*		7.0*	4,960 6.5		6,640 8.7	7.9*
RE OF AUDIENCE %	25		26		16		22		22	22 *		23 *	22		27	26 *
AUD. BY ¼ HR. %	5.1	5.5	5.7	6.2	4.0	4.6	6.2	6.2	6.3	6.3	6.9	7.1	6.4	6.6	7.7	8.2
DS USING TV WK. 1	22.3	23.0	23.7	25.0	27.2	28.6	28.6	29.0	28.9	29.7	29.1	29.4	28.9	29.1	29.5	30.4
ef. 1) WK. 2	21.2	22.1	22.9	24.4	26.3	27.7	28.0	28.0	28.1	28.9	29.0	29.6	28.9	29.2	29.8	30.9
Households: 76,300,000																

For explanation of symbols, See page A

DAY MON.-FRI. MAR.17-21, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR.10-14, 1980

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
AL AUDIENCE { 9,230 12.1 GENERAL HOSPITAL (SUS)(OP) 5,040 6.6 EDGE OF NIGHT (SUS)(OP) 11,830 15.5 ABC WORLD NEWS TONIGHT																
BC TV																
RAGE AUDIENCE { 7,550 9.9 9.7* 10.2* 4,430 5.8 10,300 13.5																
RE OF AUDIENCE % 30 31 * 30 * 17 24																
i. AUD. BY ¼ HR. % 9.4 9.9 10.3 10.2 5.9 5.8 13.3 13.6																
AL AUDIENCE { 7,550 9.9 GUIDING LIGHT 3,660 4.8 ONE DAY AT A TIME-M-F (SUS)(OP) 12,820 16.8 CBS EVENING NEWS CRONKITE																
BS TV																
RAGE AUDIENCE { 6,260 8.2 7.9* 8.5* 3,130 4.1 11,450 15.0																
RE OF AUDIENCE % 25 25 * 25 * 12 26																
i. AUD. BY ¼ HR. % 7.8 8.0 8.4 8.5 3.9 4.3 14.9 15.2																
AL AUDIENCE { ANOTHER WORLD (SUS)(OP) 11,900 15.6 NBC NIGHTLY NEWS																
BC TV																
RAGE AUDIENCE { 7.9* 8.4* 10,610 13.9																
RE OF AUDIENCE % 25 * 25 * 24																
i. AUD. BY ¼ HR. % 7.8 8.0 8.3 8.5 4,650 6.1 11,370 14.9																
BC TV																
GENERAL HOSPITAL (SUS)(OP) EDGE OF NIGHT (S)(OP) ABC WORLD NEWS TONIGHT																
RAGE AUDIENCE { 7,400 9.7 9.6* 9.9* 4,200 5.5 10,000 13.1																
RE OF AUDIENCE % 29 30 * 29 * 16 24																
AUD. BY ¼ HR. % 9.5 9.7 9.8 10.0 5.5 5.4 12.8 13.3																
AL AUDIENCE { 7,860 10.3 GUIDING LIGHT 3,660 4.8 ONE DAY AT A TIME-M-F 13,120 17.2 CBS EVENING NEWS CRONKITE																
S TV																
RAGE AUDIENCE { 6,560 8.6 8.5* 8.6* 3,130 4.1 11,750 15.4																
RE OF AUDIENCE % 26 26 * 25 * 12 28																
AUD. BY ¼ HR. % 8.4 8.6 8.7 8.4 3.9 4.3 15.1 15.6																
AL AUDIENCE { ANOTHER WORLD 11,450 15.0 NBC NIGHTLY NEWS																
BC TV																
RAGE AUDIENCE { 8.9* 9.5* 10,220 13.4																
RE OF AUDIENCE % 28 * 28 * 24																
AUD. BY ¼ HR. % 8.7 9.0 9.4 9.5 13.1 13.6																
ADS USING TV WK. 1 31.3 32.7 34.0 35.1 33.9 35.7 36.3 38.4 40.2 42.2 44.5 47.8 52.0 54.2 55.8 57.5																
Def. 1) WK. 2 31.9 33.2 34.2 35.1 33.6 35.0 35.7 37.8 39.3 41.3 43.5 46.1 49.4 52.0 53.6 55.6																

Households: 76,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAR.17-21, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES DAY SAT. MAR. 15, 1980

ME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
AUDIENCE (000) & %					4,880 6.4		6,180 8.1		5,260 6.9		4,350 5.7		4,650 6.1		6,710 8.8	
TV					GREATEST SUPERFRIENDS-1		GREATEST SUPERFRIENDS-2 (OP)		PLASTICMAN COMEDY-SHOW-1		PLASTICMAN COMEDY-SHOW-2		PLASTICMAN COMEDY-SHOW-3 (OP)		SCOOBY AND SCRAPPY DOO-1	
AGE AUDIENCE (000) & %					4,040 5.3		5,110 6.7		4,350 5.7		3,590 4.7		3,740 4.9		5,570 7.3	
% OF AUDIENCE					33		34		24		19		20		29	
AUD. BY ¼ HR.					5.0	5.6	6.7	6.6	5.6	5.8	4.9	4.5	4.7	5.1	7.1	7.6
AUDIENCE (000) & %					4,040 5.3		4,430 5.8		6,870 9.0		9,160 12.0		9,540 12.5		7,940 10.4	
S TV					MIGHTY MOUSE- HECKL-JECKL1 (OP)		MIGHTY MOUSE- HECKL-JECKL2 (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		ALL NEW POPEYE HOUR 1 (OP)	
AGE AUDIENCE (000) & %					3,280 4.3		3,740 4.9		5,720 7.5		7,480 9.8		7,780 10.2		6,710 8.8	
% OF AUDIENCE					25		24		32		38		41		34	
AUD. BY ¼ HR.					3.9	4.7	4.5	5.3	6.9	8.2	9.2	10.3	10.0	10.5	9.1	8.5
AUDIENCE (000) & %					3,660 4.8		4,810 6.3		6,180 8.1		6,560 8.6		5,720 7.5		5,040 6.6	
C TV					BAY CITY ROLLERS (SUS)		GODZILLA/ GLOBETROTTERS 1		FRED & BARNEY/SHMOO 1		FRED & BARNEY/SHMOO 2 (OP)		FRED & BARNEY/SHMOO 3 (OP)		DAFFY DUCK SHOW (OP)	
AGE AUDIENCE (000) & %					3,130 4.1		4,120 5.4		5,260 6.9		5,650 7.4		4,880 6.4		3,890 5.1	
% OF AUDIENCE					26		27		30		29		26		20	
AUD. BY ¼ HR.					2.8	4.4	5.2	5.6	6.7	7.1	7.9	6.9	6.5	6.4	5.0	5.2
AUDIENCE (000) & %					4,580 6.0		6,330 8.3		5,570 7.3		5,420 7.1		5,420 7.1		6,710 8.8	
C TV					GREATEST SUPERFRIENDS-1		GREATEST SUPERFRIENDS-2 (OP)		PLASTICMAN COMEDY-SHOW-1		PLASTICMAN COMEDY-SHOW-2		PLASTICMAN COMEDY-SHOW-3 (OP)		SCOOBY AND SCRAPPY DOO-1	
AGE AUDIENCE (000) & %					4,040 5.3		5,190 6.8		4,650 6.1		4,500 5.9		4,650 6.1		5,800 7.6	
% OF AUDIENCE					32		32		25		23		23		29	
AUD. BY ¼ HR.					4.8	5.7	6.6	7.0	6.0	6.1	6.0	5.8	6.0	6.2	7.4	7.7
AUDIENCE (000) & %					4,350 5.7		5,720 7.5		7,860 10.3		8,850 11.6		9,380 12.3		8,320 10.9	
S TV					MIGHTY MOUSE- HECKL-JECKL1 (OP)		MIGHTY MOUSE- HECKL-JECKL2 (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		ALL NEW POPEYE HOUR 1 (OP)	
AGE AUDIENCE (000) & %					3,360 4.4		4,500 5.9		6,710 8.8		7,860 10.3		8,090 10.6		7,020 9.2	
% OF AUDIENCE					25		27		36		39		38		33	
AUD. BY ¼ HR.					4.0	4.7	5.3	6.6	8.1	9.5	10.5	10.0	10.1	11.2	9.7	8.7
AUDIENCE (000) & %					4,200 5.5		4,810 6.3		6,030 7.9		6,560 8.6		7,020 9.2		6,560 8.6	
C TV					BAY CITY ROLLERS (SUS)		GODZILLA/ GLOBETROTTERS 1		FRED & BARNEY/SHMOO 1		FRED & BARNEY/SHMOO 2 (OP)		FRED & BARNEY/SHMOO 3 (OP)		DAFFY DUCK SHOW (OP)	
AGE AUDIENCE (000) & %					3,430 4.5		4,120 5.4		5,340 7.0		6,100 8.0		6,030 7.9		5,340 7.0	
% OF AUDIENCE					27		25		29		31		30		26	
AUD. BY ¼ HR.					4.2	4.7	5.3	5.4	6.6	7.4	8.0	8.0	8.3	7.5	6.9	7.1
DS USING TV	WK. 1	7.0	8.9	11.0	13.9	16.4	18.2	19.8	21.2	22.7	24.6	25.6	25.4	24.6	25.0	25.4
(ref. 1)	WK. 2	6.3	8.5	10.2	12.9	16.8	18.7	20.9	22.9	23.5	25.5	26.8	26.0	27.0	28.2	26.1

Households: 76,300,000

For explanation of symbols, See page A.
 DAY SAT. MAR. 22, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. MAR.15, 1980

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
C TV																
AUDIENCE (000) & %	7,100 9.3		5,570 7.3		5,880 7.7		6,790 8.9						3,660 4.8			4,040 5.3
AGE AUDIENCE (000) & %																
OF AUDIENCE %																
AUD. BY 1/4 HR. %																
S TV																
AUDIENCE (000) & %	7,320 9.6		5,880 7.7		5,260 6.9		5,720 7.5		5,800 7.6		4,500 5.9					
AGE AUDIENCE (000) & %																
OF AUDIENCE %																
AUD. BY 1/4 HR. %																
C TV																
AUDIENCE (000) & %	4,350 5.7		4,040 5.3		3,820 5.0		2,980 3.9				4,880 6.4	12,510 16.4				
AGE AUDIENCE (000) & %																
OF AUDIENCE %																
AUD. BY 1/4 HR. %																
C TV																
AUDIENCE (000) & %	6,790 8.9		5,260 6.9		5,950 7.8		5,260 6.9						3,890 5.1			6,710 8.8
AGE AUDIENCE (000) & %																
OF AUDIENCE %																
AUD. BY 1/4 HR. %																
S TV																
AUDIENCE (000) & %	8,010 10.5		7,630 10.0		6,180 8.1		6,030 7.9		6,870 9.0		4,960 6.5					
AGE AUDIENCE (000) & %																
OF AUDIENCE %																
AUD. BY 1/4 HR. %																
C TV																
AUDIENCE (000) & %	4,120 5.4		4,430 5.8		3,200 4.2		3,510 4.6		4,430 5.8	13,280 17.4						
AGE AUDIENCE (000) & %																
OF AUDIENCE %																
AUD. BY 1/4 HR. %																
DS USING TV (ef. 1)	WK. 1 25.8	WK. 2 25.7	25.1	25.5	25.6	26.0	26.3	27.1	27.9	28.9	28.4	27.9	27.4	28.1	29.6	30.4
Households: 76,300,000	28.2	27.8	27.8	28.4	27.6	27.6	27.8	28.2	28.7	29.9	30.4	31.4	30.9	31.5	32.3	31.1

For explanation of symbols, See page A.

DAY SAT. MAR.22, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. MAR.15, 1980

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
C TV																
AUDIENCE ids (000) & %			9,770 12.8						14,120 18.5							
AGE AUDIENCE ids (000) & %			5,570 7.3	6.9*		7.1*		8.1*	7,940 10.4	8.7*		10.0*		12.6*		
% OF AUDIENCE		3.9*	13*	21*		21*		22*	25	23*		25*		28*		
AUD. BY ¼ HR.	3.9	4.0	6.8	6.9	7.1	7.1	7.9	8.2	8.4	9.0	9.7	10.3	12.3	12.9		
S TV																
AUDIENCE ids (000) & %	2,900 3.8				4,880 6.4				7,170 9.4						10,450 13.7	
AGE AUDIENCE ids (000) & %	1,750 2.3	2.2*		2.3*	3,280 4.3	4.5*		4.2*	5.3	4.5*		6.1*			8,770 11.5	
% OF AUDIENCE	7	7*		7*	12	14*		12*	14	12*		15*			24	
AUD. BY ¼ HR.	2.3	2.1	2.2	2.4	4.5	4.5	4.2	4.1	4.3	4.7	5.5	6.7			10.9	12.1
C TV																
AUDIENCE ids (000) & %			14,190 18.6												7,100 9.3	
AGE AUDIENCE ids (000) & %			8,240 10.8		9.8*		11.2*		11.3*		11.5*				6,180 8.1	
% OF AUDIENCE		9.4*	31*	30	29*		31*		31*		29*				17	
AUD. BY ¼ HR.	9.6	9.2	9.3	9.2	9.6	10.1	10.9	11.4	11.2	11.4	11.4	11.7			8.0	8.3
C TV																
AUDIENCE ids (000) & %			10,610 13.9						14,730 19.3							
AGE AUDIENCE ids (000) & %			6,490 8.5	7.6*		8.5*		9.4*	8,320 10.9	10.5*		11.0*		11.1*		
% OF AUDIENCE		6.1*	8.5	23*		23*		25*	26	27*		26*		25*		
AUD. BY ¼ HR.	5.6	19*	24	7.8	8.2	8.8	9.6	9.3	10.5	10.5	10.5	11.5	11.4	10.8		
S TV																
AUDIENCE ids (000) & %	4,120 5.4				8,090 10.6										8,700 11.4	
AGE AUDIENCE ids (000) & %	1,910 2.5	2.7*		2.5*	3,430 4.5	2.3*		3.2*		4.6*		5.8*			7,550 9.9	
% OF AUDIENCE	7	8*		7*	12	7*		9*		12*		14*			21	
AUD. BY ¼ HR.	2.4	2.9	2.6	2.4	2.4	2.2	2.9	3.5	4.6	4.6	5.2	6.4			9.6	10.3
C TV																
AUDIENCE ids (000) & %			8,770 11.5	15,180 19.9							7,400 9.7				8,850 11.6	
AGE AUDIENCE ids (000) & %			8,090 10.6	9,460 12.4		12.5*		11.8*		13.1*	7,400 9.7				7,550 9.9	
% OF AUDIENCE			32	33		34*		32*		34*	24				21	
AUD. BY ¼ HR.	11.5	10.5	11.0	11.7	12.3	12.8	11.2	12.3	12.9	13.3	13.5	9.7			9.6	10.3
DS USING TV																
WK. 1	29.8	30.4	31.8	32.7	33.7	35.1	36.5	37.9	37.2	38.2	39.9	41.6	43.3	46.1	47.6	49.4
WK. 2	31.1	32.5	32.8	34.2	35.6	37.3	37.2	38.1	39.1	39.9	41.6	42.2	44.6	45.4	46.8	49.2

Households: 75,300,000

A CHMP, IOWA V LOUISVILLE, NBC(1:15-3:22PM)(S) (2) NCAA SEMI-FINAL SPECIAL, NBC, (3:22-3:39PM)(S)
A CHAMP. SERIES-POST, NBC, (5:48-6:00PM)(S)

For explanation of symbols, See page A.

DAY SAT. MAR.22, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. MAR.16, 1980

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
C TV																
AUDIENCE (000) & %	4,270 5.6		3,200 4.2		4,650 6.1								9,380 12.3			
PROGRAM	KIDS ARE PEOPLE TOO III (OP)		ANIMALS, ANIMALS (OP)		ISSUES AND ANSWERS		DIRECTIONS (SUS)						SUPERSTARS			
AGE AUDIENCE (000) & %	3,430 4.5		2,670 3.5		3,970 5.2								5,190 6.8			
RE OF AUDIENCE %	21		15		20								21	5.6*		6.8*
AUD. BY ¼ HR.	4.4	4.6	3.5	3.5	4.9	5.4							5.2	6.0	6.6	7.1
S TV																
AUDIENCE (000) & %			4,040 5.3						6,560 8.6				7,710 10.1			
PROGRAM			FACE THE NATION						CBS SPORTS SPEC. SP. ED.				NBA BASKETBALL GAME VARIOUS TEAMS AND TIMES (2:00-4:23PM)			
AGE AUDIENCE (000) & %			3,360 4.4						4,200 5.5	5.1*			2,750 3.6	3.9*		3.0*
RE OF AUDIENCE %			18						18	17 *			11	13 *		9 *
AUD. BY ¼ HR.			4.3	4.5					5.0	5.2	6.0	6.0	4.2	3.6	3.1	3.0
C TV																
AUDIENCE (000) & %							4,430 5.8		12,130 15.9							
PROGRAM							MEET THE PRESS						NCAA CHAMP. SERIES-SUN-1 GEORGETOWN VS IOWA (1:00-3:02PM)			
AGE AUDIENCE (000) & %							3,740 4.9		6,030 7.9	6.8*				8.0*		9.1*
RE OF AUDIENCE %							18		26	23 *				26 *		29 *
AUD. BY ¼ HR.							5.1	4.6	6.2	7.4	7.8	7.5	8.1	7.9	8.8	9.5
C TV																
AUDIENCE (000) & %	3,740 4.9		2,590 3.4		3,510 4.6								10,070 13.2			
PROGRAM	KIDS ARE PEOPLE TOO III (OP)		ANIMALS, ANIMALS (OP)		ISSUES AND ANSWERS (SUS)(OP)		DIRECTIONS (SUS)						SUPERSTARS			
AGE AUDIENCE (000) & %	3,130 4.1		2,060 2.7		2,980 3.9								5,260 6.9	5.2*		6.8*
RE OF AUDIENCE %	19		12		16								23	18 *		23 *
AUD. BY ¼ HR.	4.1	4.1	2.7	2.7	3.8	3.9							4.9	5.5	6.1	7.5
S TV																
AUDIENCE (000) & %			3,360 4.4						9,690 12.7							
PROGRAM			FACE THE NATION										NBA BASKETBALL GAME VARIOUS TEAMS AND TIMES (1:00-3:30PM)			
AGE AUDIENCE (000) & %			2,590 3.4						3,660 4.8	4.0*				5.0*		4.7*
RE OF AUDIENCE %			16						17	16 *				18 *		16 *
AUD. BY ¼ HR.			3.4	3.4					3.5	4.6	4.7	5.2	5.5	4.6	4.8	4.5
C TV																
AUDIENCE (000) & %							5,260 6.9									
PROGRAM							MEET THE PRESS									
AGE AUDIENCE (000) & %							3,970 5.2									
RE OF AUDIENCE %							21									
AUD. BY ¼ HR.							5.4	4.9								
HOUSEHOLDS USING TV	WK. 1	21.4	21.3	22.5	23.8	24.9	26.6	27.4	28.3	29.2	30.4	31.0	31.8	32.2	32.4	33.3
Def. 1)	WK. 2	21.7	21.7	21.5	22.0	23.2	24.6	24.8	25.3	25.7	27.1	27.3	28.4	29.1	29.3	29.1

Households: 76,300,000

For explanation of symbols, See page A.

DAY SUN. MAR.23, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. MAR. 16, 1980

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV																
AL AUDIENCE holds (000) & %																
AGE AUDIENCE holds (000) & %																
RE OF AUDIENCE %																
AUD. BY ¼ HR. %																
	11,900 15.6	INT'L CHAMPIONSHIP BOXING				17,930 23.5	ABC WIDE WORLD-SPORTS SUN								9,690 12.7	ABC WRD NEWS TONIGHT-SUN
	7,860 10.3			10.1*		11.2*	10,380 13.6	12.7*		13.3*		14.8*			8,470 11.1	
	28			28 *		30 *	32	31 *		31 *		32 *			22	
	9.2	8.9	9.7	10.5	10.6	11.9	12.3	13.1	13.4	13.3	14.2	15.5			10.9	11.4
CBS TV																
AL AUDIENCE holds (000) & %																
AGE AUDIENCE holds (000) & %																
RE OF AUDIENCE %																
AUD. BY ¼ HR. %																
		NBA BASKETBALL GAME VARIOUS TEAMS AND TIMES (2:00-4:23PM)(-OP)				9,840 12.9	DORAL EASTERN OPEN-SUN (4:23-6:30PM)								5,570 7.3	CBS EVENING NEWS- DEAN(B)
						4,960 6.5		5.0*		6.1*		6.9*			4,650 6.1	
						15		13 *		15 *		16 *			11	
						4.6	4.9	5.2	5.9	6.3	6.7	7.2	7.9	8.6	5.7	6.5
ABC TV																
AL AUDIENCE holds (000) & %																
AGE AUDIENCE holds (000) & %																
RE OF AUDIENCE %																
AUD. BY ¼ HR. %																
	13,810 18.1	NCAA CHAMP. SERIES-SUN-2 LOUISVILLE VS LSU (3:02-5:12PM)(OP)(-OP)							7,100 9.3	SPORTSWORLD (5:12-6:00PM)					8,850 11.6	NBC NIGHTLY NEWS- SUN.
	6,940 9.1	7.9*		8.0*		8.7*		11.1*	4,730 6.2			6.0*			7,860 10.3	
	25	24 *		23 *		24 *		28 *	15			14 *			19	
	7.9	8.0	8.2	7.9	8.1	9.4	11.3	11.0	6.7	6.5	5.9	6.0			10.0	10.5
CBS TV																
AL AUDIENCE holds (000) & %																
AGE AUDIENCE holds (000) & %																
RE OF AUDIENCE %																
AUD. BY ¼ HR. %																
		8,930 11.7	JOHN DENVER-PRO-AM SKIING				12,740 16.7	ABC WIDE WORLD-SPORTS SUN							9,610 12.6	ABC WRD NEWS TONIGHT-SUN
		8.6*	5,570 7.3	7.0*		7.6*	8,240 10.8	9.8*		11.0*		11.5*			8,090 10.6	
		27 *	22	21 *		22 *	27	26 *		27 *		27 *			22	
	8.4	8.8	7.1	6.9	7.1	8.0	9.5	10.2	10.6	11.4	11.4	11.6			10.5	10.6
CBS TV																
AL AUDIENCE holds (000) & %																
AGE AUDIENCE holds (000) & %																
RE OF AUDIENCE %																
AUD. BY ¼ HR. %																
		8,850 11.6	TOURN. PLAYERS CHAMP.-SUN												9,540 12.5	CBS EVENING NEWS- DEAN
		5.4*	4,810 6.3	5.9*		5.7*		6.5*		6.6*		6.7*			7,940 10.4	
		17 *	17	18 *		17 *		17 *		17 *		17 *			20	
	5.3	5.4	5.6	6.1	5.5	6.0	6.4	6.6	6.6	6.7	6.8	6.7			9.6	11.1
ABC TV																
AL AUDIENCE holds (000) & %																
AGE AUDIENCE holds (000) & %																
RE OF AUDIENCE %																
AUD. BY ¼ HR. %																
	4,730 6.2	NBC'S OLYMPIC DIARY				12,740 16.7	SPORTSWORLD (4:00-6:11PM)								8,090 10.6	NBC NIGHTLY NEWS- SUN.
	2,440 3.2	2.3*		4.1*		7.3	6.6*		7.1*		7.4*		7.5*		6,790 8.9	
	10	7 *		13 *		19	19 *		19 *		19 *		19 *		18	
	2.3	2.3	3.8	4.5	6.5	6.8	6.9	7.3	7.6	7.3	7.3	7.8	8.6		8.6	9.3
HOUSEHOLDS USING TV WK. 1	33.6	34.3	36.0	37.2	38.4	40.8	42.1	42.5	43.1	43.9	45.6	48.2	50.3	51.7	53.7	56.0
Def. 1)	31.6	32.9	33.0	34.2	34.1	36.1	38.5	40.1	41.0	42.4	42.8	44.2	46.7	47.6	50.8	53.0

Households: 76,300,000

For explanation of symbols, See page A.

DAY SUN. MAR. 23, 1980

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1					TELE- CAST DAYS	WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE				AVG. AUD. BY 1/4 HR %	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %	HOUSEHOLDS (000)			%	HOUSEHOLDS (000)	SHARE %				
EVENING TUESDAY																	
ABC '80 VOTE 8.16PM-TUE(S)	1	8.16- 8.18PM	8.15	14,950	19.6	14,880	19.5	31	19.5								
ABC '80 VOTE 8.24PM-TUE(S)	2	8.24- 8.26PM	8.15							15,260	20.0	14,950	19.6	32	19.6		
ABC '80 VOTE 9.02PM-TUE(S)	2	9.02- 9.04PM	9.00							14,800	19.4	14,500	19.0	29	19.0		
CBS CBS NEWS SPECIAL RPT-8.13(SUS)	1	8.13- 8.15PM	8.00														
CBS CBS NEWS SPECIAL RPT-8.45(SUS)	2	8.45- 8.47PM	8.45														
CBS CBS NEWS SPECIAL RPT-9.40(SUS)	1	9.40- 9.41PM	9.30														
CBS CBS NEWS SPECIAL RPT-9.52(SUS)	2	9.52- 9.54PM	9.45														
EVENING FRIDAY																	
CBS DUKES OF HAZZARD	1	9.38-10.38PM	→GRID 10.30	25,560	33.5	20,600	27.0	43									
								28.9									
CBS DALLAS	1	10.38-11.38PM	→GRID 11.00	24,640	32.3	19,610	25.7	45									
			11.15				25.9*	46*	26.2								
			11.30						25.6								
NBC PINK LADY	1	9.34-10.34PM	→GRID 10.30	12,740	16.7	8,700	11.4	18	24.1								
								9.4									
NBC BEST-SATURDAY NIGHT LIVE	1	10.34-11.34PM	→GRID 11.00	11,750	15.4	7,480	9.8	17	10.4								
			11.15				9.9*	18*	9.3								
			11.30						10.0								
EVENING SATURDAY																	
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	14,500	19.0	14,500	19.0	32	19.0	15,640	20.5	15,640	20.5	34	20.5		
ABC ABC WEEKEND REPORT-SAT.		11.00-11.15PM	11.00	7,020	9.2	6,710	8.8	18	8.8	5,260	6.9	5,260	6.9	14	6.9		
CBS NEWSBREAK-SAT.		8.58- 8.59PM	8.45	8,620	11.3	8,620	11.3	20	11.3	12,360	16.2	12,360	16.2	26	16.2		
NBC NBC NEWS UPDATE-SAT.		8.58- 8.59PM	8.45	14,270	18.7	14,270	18.7	32	18.7	12,510	16.4	12,510	16.4	27	16.4		
NBC SATURDAY NIGHT	1	11.30-12.53AM	11.30	15,410	20.2	10,530	13.8	39	14.0								
	2	11.30-12.49AM	11.30							12,590	16.5	7,860	10.3	31	11.1		
			11.45				14.1*	35*	14.2				11.1*	29*	11.2		
			12.00						13.9						10.5		
			12.15				14.0*	41*	14.1				10.3*	31*	10.0		
			12.30						13.4						9.1		
			12.45				13.1*	44*	12.6						8.5		
EVENING SUNDAY																	
ABC ABC NEWSBRIEF-SUN.		8.57- 8.59PM	8.45	14,420	18.9	13,430	17.6	25	17.6	10,990	14.4	10,150	13.3	20	13.3		
ABC ABC SUNDAY NIGHT MOVIE	1	9.00-11.28PM	→GRID 11.15	23,120	30.3	14,650	19.2	31									
							19.6*	39*	18.4								
CBS NEWSBREAK-SUN.		8.58- 8.59PM	8.45	16,250	21.3	16,250	21.3	31	21.3	15,490	20.3	15,490	20.3	30	20.3		
NBC NBC NEWS UPDATE-SUN.		8.58- 8.59PM	8.45	13,960	18.3	13,960	18.3	26	18.3	18,160	23.8	18,160	23.8	35	23.8		
NBC NBC LATE NIGHT MOVIE	1	11.30- 1.32AM	→GRID	4,200	5.5	1,980	2.6	12									
	2	11.30- 1.10AM	→GRID							5,260	6.9	3,050	4.0	17			
			12.45				2.1*	11*	2.1				3.2*	18*	3.1		
			1.00						2.1						3.0		
CONT'D																	

CONT'D

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NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1							WEEK 2									
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS			
				HOUSEHOLDS		HOUSEHOLDS	SHARE	HOUSEHOLDS				SHARE	HOUSEHOLDS		SHARE					
				(000)	%	(000)	%	%	(000)	%	%	(000)	%	(000)	%	%				
EVENING SUNDAY-CONT'D																				
NBC NBC LATE NIGHT MOVIE-CONT'D				1.15				2.2*	16*	2.3										
				1.30						2.1										
EVENING MONDAY-FRIDAY																				
ABC ABC NEWSBRIEF-M-F				>	8.45	13,890	18.2	13,960	18.3	28	12.2	M-F	13,200	17.3	13,200	17.3	27	16.6	M-F	
ABC '80 VOTE 11.30PM-TUE(S)				1 11.30-12.16AM	11.30	8,470	11.1	5,570	7.3	24	8.6	M-TH								
				2 11.30-12.15AM	11.30						TUE.	9,380	12.3	6,790	8.9	29	10.5	TUE.		
					11.45			7.9*	24*	7.2					9.5*	29*	8.5	TUE.		
					12.00					6.4	TUE.						7.7	TUE.		
					12.15					5.3	TUE.									
ABC ABC SPEC REPORT:IRAN-FRI(S)				1 11.30-11.45PM	11.30	5,260	6.9	4,960	6.5	14	6.5	FRI.	7,780	10.2	7,400	9.7	24	9.8	FRI.	
				2 11.30-11.46PM	11.30												9.2	FRI.		
					11.45															
ABC ABC SPEC REPORT:IRAN-MON(S)					11.30-11.45PM	11.30	6,330	8.3	6,030	7.9	25	7.9	MON.	7,710	10.1	7,400	9.7	28	9.7	MON.
ABC ABC SPEC REPORT:IRAN-THU(S)					11.30-11.45PM	11.30	6,940	9.1	6,640	8.7	24	8.7	THU.	6,710	8.8	6,490	8.5	24	8.5	THU.
ABC ABC SPEC REPORT:IRAN-WED(S)				1 11.30-11.46PM	11.30	6,560	8.6	6,180	8.1	24	8.1	WED.								
				2 11.30-11.45PM	11.30							7,170	9.4	6,870	9.0	28	9.0	WED.		
					11.45						8.0	WED.								
ABC BARNEY MILLER-11.30					11.45-12.21AM	11.45	4,810	6.3	3,820	5.0	20	5.5	MON.	6,100	8.0	4,650	6.1	23	6.6	MON.
					12.00						4.8	MON.								
ABC CARTER PRESS CONF-ABC(SUS)				1 11.45-12.19AM	11.45			4.6*	20*	4.1	MON.				5.8*	23*	6.1	MON.		
ABC LOVE BOAT-11.30				1 11.46-12.54AM	11.45	6,330	8.3	4,500	5.9	26	5.9	FRI.								
				2 11.45-12.53AM	11.45															
					12.00						6.1	WED.	6,710	8.8	4,730	6.2	26	6.9	WED.	
					12.15						6.1	WED.				6.4*	25*	6.6	WED.	
					12.30						5.9	WED.						6.1	WED.	
					12.45						5.3	WED.				5.4*	28*	5.6	WED.	
ABC POLICE WOMAN					11.45-12.54AM	11.45	5,260	6.9	3,590	4.7	19	5.2	THU.	4,880	6.4	3,200	4.2	17	5.1	WED.
					12.00						4.7	THU.						4.2	THU.	
					12.15						4.5	THU.				4.2*	17*	4.2	THU.	
					12.30						4.6	THU.						4.2	THU.	
					12.45						4.5	THU.				4.1*	20*	4.2	THU.	
ABC REPUBLICAN REPLY(SUS)				2 11.46-12.16AM	11.45													3.9	THU.	
ABC CHARLIE'S ANGELS-11.30				1 12.19- 1.29AM	12.15	4,350	5.7	2,670	3.5	14	3.2	FRI.	5,650	7.4	3,890	5.1	21	5.0	FRI.	
				2 12.16- 1.25AM	12.15												5.3	FRI.		
					12.30							3.6	FRI.				5.3*	21*	5.3	FRI.
					12.45							3.5	FRI.						5.2	FRI.
					1.00							3.3	FRI.				4.9*	25*	4.3	FRI.
ABC POLICE STORY				1 12.21- 1.50AM	12.15	4,200	5.5	2,440	3.2	21	3.9	MON.	3,970	5.2	2,750	3.6	22	4.0	MON.	
				2 12.21- 1.49AM	12.15												3.8	MON.		
					12.30							3.6	MON.				3.8*	21*	3.7	MON.
					12.45							3.0	MON.						3.4	MON.
					1.00							3.2	MON.				3.5*	24*	3.5	MON.
CONT'D					1.15															

U.S. TV HOUSEHOLDS: 76,300,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

A-39 U.S. TV HOUSEHOLDS: 76,300,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

A-40

NATIONAL Nielsen TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1							WEEK 2										
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS				
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %			
EVENING MONDAY-FRIDAY-CONT'D				1.30					2.8	MON.						3.4	MON.				
ABC POLICE STORY-CONT'D				1.45				2.8*	25*	2.7	MON.					3.2	MON.				
ABC TUESDAY MOVIE-WEEK-PART 1				1 12.16- 1.27AM	12.15	4,040	5.3	2,750	3.6	21	3.9	TUE.	3,660	4.8	2,140	2.8	15	3.9	TUE.		
				2 12.15- 1.26AM	12.15												3.1	TUE.			
					12.30						3.9	TUE.					2.6	TUE.			
					12.45				3.8*	21*	3.8	TUE.				2.9*	15*	2.6	TUE.		
					1.00						3.4	TUE.					2.2	TUE.			
					1.15				3.2*	23*	2.9	TUE.				2.1*	14*	2.0	TUE.		
ABC BARETTA-THU.				1 12.54- 1.44AM	12.45	3,130	4.1	2,370	3.1	22	3.3	THU.	2,590	3.4	1,980	2.6	18	2.8	THU.		
				2 12.54- 1.42AM	12.45												2.5	THU.			
					1.00						3.3	THU.					2.6*	18*	2.7	THU.	
					1.15				3.2*	22*	3.2	THU.					2.6*	18*	2.7	THU.	
					1.30						2.9	THU.					2.6	THU.		THU.	
ABC BARETTA-WED.				1 12.54- 1.45AM	12.45	3,740	4.9	2,900	3.8	29	4.1	WED.	3,660	4.8	2,980	3.9	27	4.0	WED.		
				2 12.53- 1.41AM	12.45												3.8	WED.	3.8	WED.	
					1.00						3.9	WED.					3.8*	27*	3.8	WED.	
					1.15						3.9	WED.						3.8	WED.	3.9	WED.
					1.30						3.7	WED.						3.9	WED.		WED.
ABC TUESDAY MOVIE-WEEK-PART 2				1 1.27- 1.46AM	1.15	2,140	2.8	2,140	2.8	26	2.7	TUE.	1,530	2.0	1,450	1.9	15	2.0	TUE.		
				2 1.26- 1.40AM	1.15																TUE.
					1.30						2.8	TUE.						1.8	TUE.		
					1.45						2.8	TUE.									
CBS NEWSBREAK-M-F				>	8.45	11,830	15.5	10,990	14.4	22	15.3	M-F	12,280	16.1	11,290	14.8	22	15.8	M-F		
CBS CAMPAIGN '80-TUE(S)				1 11.30-12.02AM	11.30	7,250	9.5	5,490	7.2	23	7.8	TUE.	7,480	9.8	6,180	8.1	26	8.7	TUE.		
				2 11.30-12.05AM	11.30												8.3*	25*	7.8	TUE.	
					11.45						6.8	TUE.						7.8	TUE.		
					12.00						6.7	TUE.						7.2	TUE.		
CBS LATE MOVIE I				1 >	11.30	6,490	8.5	4,500	5.9	25	7.6	M-F	7,630	10.0	5,340	7.0	28		M-TH		
				2 >	11.45													7.8	M-TH		
					12.00				7.6*	24*	7.6	M & TH				8.0*	25*	7.1	M-TH		
					12.15				6.1*	24*	5.9	M-F						6.8	M-TH		
					12.30						5.5	M-F				7.0*	28*	6.2	M-TH		
					12.45				4.8*	23*	4.8	M-F						5.5	M-TH		
					1.00						4.5	TUWF				5.9*	31*	5.3	TUE.		
					1.15				5.3*	25*	4.1	TUWF						5.3	TUE.		
CBS NBA ON CBS(S)				2 11.30- 1.45AM	11.30								8,240	10.8	3,200	4.2	16	7.6	FRI.		
					11.45											6.6*	17*	5.7	FRI.		
					12.00													4.9	FRI.		
					12.15											4.6*	15*	4.3	FRI.		
					12.30													3.6	FRI.		
					12.45											3.4*	14*	3.2	FRI.		
					1.00													3.2	FRI.		
					1.15													3.2	FRI.		
					1.30											3.0*	15*	2.7	FRI.		
CBS YOUR TURN:LTRS-CBS NEWS(S)				1 11.30-12.00MD	11.30	6,560	8.6	4,960	6.5	21	7.1	WED.						2.6	FRI.		
					11.45						6.0	WED.									

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U.S. TV HOUSEHOLDS: 76,300,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOUR)

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NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																			
CBS LATE MOVIE II	1	>	12.30	3,510	4.6	2,820	3.7	26	5.5	M-F	4,200	5.5	3,360	4.4	30	5.0	M-TH		
	2	>	+GRID 12.45						5.8	M & TH				3.5*	19*		4.7	M-TH	
			1.00						4.1	M-F							4.1	M-TH	
			1.15				3.9*	28*	3.5	M-F				4.5*	31*		4.0	M-TH	
			1.30						2.7	TUWF							3.6	TUE.	
			1.45				2.7*	22*	2.4	TUWF				3.4*	30*		3.3	TUE.	
			2.00						2.3	FRI.							3.1	TUE.	
NBC NBC NEWS UPDATE-M-F		8.58- 8.59PM	8.45	13,350	17.5	13,350	17.5	27	17.5	M-F	13,200	17.3	13,200	17.3	26	17.3	M-F		
NBC DECISION '80-FLORIDA(S)	1	11.30-12.05AM	11.30	7,630	10.0	5,570	7.3	23	8.6	TUE.	7,020	9.2	5,420	7.1	22	7.9	TUE.		
		11.45				7.6*	23*	6.6	TUE.	7.3*				22*	6.8	TUE.			
		12.00						6.0	TUE.						5.9	TUE.			
NBC DECISION '80-ILLINOIS(S)	2	11.30-12.05AM	11.30										5,420	7.1	22	7.9	TUE.		
			11.45											7.3*	22*	6.8	TUE.		
			12.00													5.9	TUE.		
NBC NBC NEWS SPECIAL REPORT(S)	1	11.30-11.51PM	11.30	8,850	11.6	7,630	10.0	31	10.3	WED.	9,380	12.3	5,650	7.4	28	9.1	M-F		
			11.45						9.3	WED.				9.3*	28*	9.1	M-F		
									8.8	M-F							9.3*	28*	M-F
NBC TONIGHT SHOW	1	>	11.30	8,550	11.2	4,960	6.5	27	8.8	M-F							M-F		
	2	>	+GRID 11.45				8.1*	25*	7.7	MWTH									
NBC MIDNIGHT SPECIAL	2	1.00- 2.30AM	12.00						7.1	M-F	5,880	7.7	3,050			7.9	M-F		
			12.15				6.9*	27*	6.8	M-F					7.5*	29*	7.0	M-F	
			12.30						6.0	M-F						6.2	M-F		
			12.45				6.1*	29*	5.2	M-F					4.5*	24*	5.2	M-F	
			1.00						4.6	TUWF						3.8	TUE.		
			1.15				3.8*	26*	4.8	TUWF					3.6*	24*	3.3	TUE.	
			1.00																
NBC TOMORROW SHOW	1	>	1.00	2,750	3.6	2,060	2.7	23	3.5	M-TH	2,820	3.7	2,060	4.0	26	4.6	FRI.		
	2	>	+GRID 1.15											4.4*	23*	4.1	FRI.		
			1.30													4.3	FRI.		
			1.45				2.6*	25*	2.6	M-TH				4.2*	27*	4.1	FRI.		
			2.00						2.4	TU & W						3.8	FRI.		
			2.15				2.3*	25*	2.3	TU & W				3.5*	30*	3.3	FRI.		
NBC MIDNIGHT SPECIAL	1	1.34- 3.04AM	1.30	3,890	5.1	2,140	2.8	22	3.9	FRI.				2.7	21		M-TH		
			1.45				3.9*	25*	3.8	FRI.				3.1*	22*	2.8	MWTH		
			2.00						3.3	FRI.						2.5	M-TH		
			2.15				2.8*	22*	2.4	FRI.				2.4*	21*	2.2	M-TH		
			2.30						2.1	FRI.						1.9	TUE.		
			2.45				2.0*	19*	1.9	FRI.				1.8*	20*	1.7	TUE.		
			3.00						1.7	FRI.									

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
DAY MONDAY-FRIDAY																	
ABC FYI-12.58-MON-FRI(SUS)		12.58-12.59PM	12.45							M-F						M-F	
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	7,550	9.9	7,170	9.4	31	9.4	M-F	8,090	10.6	7,780	10.2	34	10.2	M-F
ABC FYI-2.58-MON-FRI(SUS)		2.58- 2.59PM	2.45							M-F						M-F	
ABC FYI-3.58-MON-FRI(SUS)		3.58- 3.59PM	3.45							M-F						M-F	
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.30- 5.30PM	4.30								9,000	11.8	6,030	7.9	22	7.3	WED.
			4.45											7.4*	22*	7.5	WED.
			5.00													8.1	WED.
			5.15											8.4*	23*	8.7	WED.
ABC CARTER ADDRESS-ABC(SUS)	1	4.30- 5.02PM	4.30							FRI.							
CBS SUNRISE SEMESTER(SUS)		6.30- 7.00AM	6.30							M-F							M-F
CBS SUNRISE SEMESTER-MWF(SUS)		6.30- 7.00AM	6.30							M-F							M-F
CBS CBS LATE MORNING NEWS		10.54-11.00AM	10.45	3,660	4.8	3,130	4.1	19	4.1	M-F	3,280	4.3	2,820	3.7	18	3.7	M-F
CBS CARTER ADDRESS-CBS(SUS)	1	4.30- 5.02PM	4.30							FRI.							
NBC NBC NEWS UPDATE-10.58AM(SUS)		10.58-10.59AM	10.45							M-F							M-F
NBC NBC NEWS UPDATE-11.58AM(SUS)		11.58-11.59AM	11.45							M-F							M-F
NBC NBC NEWS UPDATE-12.58PM(SUS)		12.58-12.59PM	12.45							M-F							M-F
NBC CARTER ADDRESS-NBC(SUS)	1	4.30- 5.01PM	4.30							FRI.							
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8.56AM		8.56- 8.59AM	8.45	4,880	6.4	4,580	6.0	29	6.0		5,570	7.3	5,110	6.7	30	6.7	
ABC SCHOOLHOUSE ROCK-10.26AM		10.26-10.29AM	10.15	4,200	5.5	3,820	5.0	20	5.0		5,190	6.8	4,650	6.1	23	6.1	
ABC SCHOOLHOUSE ROCK-11.26AM		11.26-11.29AM	11.15	5,800	7.6	5,570	7.3	30	7.3		5,570	7.3	5,260	6.9	25	6.9	
ABC DEAR ALEX & ANNIE-11.56AM		11.56-11.59AM	11.45	4,650	6.1	4,500	5.9	24	5.9		5,040	6.6	4,580	6.0	21	6.0	
CBS SUNRISE SEMESTER-SAT(SUS)		6.30- 7.00AM	6.30														
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	3,510	4.6	3,510	4.6	25	4.6		3,820	5.0	3,590	4.7	25	4.7	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	4,650	6.1	4,270	5.6	26	5.6		5,340	7.0	5,190	6.8	30	6.8	
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	6,710	8.8	6,490	8.5	35	8.5		7,630	10.0	7,480	9.8	38	9.8	
CBS IN THE NEWS- 9.59AM		9.59-10.02AM	9.45	8,090	10.6	7,780	10.2	41	10.4		7,780	10.2	7,400	9.7	36	9.9	
			10.00						10.0							9.7	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	6,490	8.5	6,260	8.2	31	8.2		6,710	8.8	6,410	8.4	30	8.4	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	6,260	8.2	5,570	7.3	29	7.3		7,250	9.5	6,560	8.6	31	8.6	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	5,880	7.7	5,040	6.6	26	6.6		7,400	9.7	6,710	8.8	31	8.8	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	4,650	6.1	4,500	5.9	23	5.9		4,810	6.3	4,650	6.1	22	6.1	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	5,040	6.6	4,650	6.1	23	6.1		5,570	7.3	5,340	7.0	25	7.0	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	4,730	6.2	4,500	5.9	20	5.9		5,880	7.7	5,340	7.0	23	7.0	
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	4,500	5.9	4,270	5.6	27	5.6		4,200	5.5	3,970	5.2	23	5.2	
NBC TIME OUT-9:45AM		9.45- 9.47AM	9.45	5,800	7.6	5,650	7.4	29	7.4		6,330	8.3	6,260	8.2	32	8.2	
NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	4,650	6.1	4,430	5.8	23	5.8		5,260	6.9	4,960	6.5	24	6.5	
NBC TIME OUT-10:58AM		10.58-11.00AM	10.45	4,200	5.5	4,200	5.5	21	5.5		4,960	6.5	4,810	6.3	24	6.3	
NBC ASK NBC NEWS-11:28AM		11.28-11.30AM	11.15	3,590	4.7	3,590	4.7	19	4.7		3,890	5.1	3,820	5.0	18	5.0	
-45 U.S. TV HOUSEHOLDS: 76,300,000				FOR EXPLANATION OF SYMBOLS, SEE PAGE A.					*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)								

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NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
DAY SATURDAY-CONT'D																	
NBC TIME OUT-11:58AM		11.58-12.00NN	11.45	3,360	4.4	3,130	4.1	17	4.1		3,130	4.1	2,980	3.9	14	3.9	
NBC NCAA CHAMP. SERIES-SAT-1(S)	2	1.15- 3.22PM	-GRID								13,280	17.4	7,320	9.6	31		
	1	1.45- 3.52PM	-GRID	12,510	16.4	6,640	8.7	30									
			3.15														
			3.45					9.4*	29*	9.6					11.3*	35*	10.8
NBC NCAA SEMI-FINAL SPECIAL(S)	2	3.22- 3.39PM	-GRID								8,770	11.5	8,090	10.6	32		
			3.30													10.6	
NBC NCAA CHAMP. SERIES-SAT-2(S)	2	3.39- 5.48PM	-GRID								15,180	19.9	9,460	12.4	33		
			5.45													10.7	
DAY SUNDAY																	
ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	3,590	4.7	3,360	4.4	21	4.4		3,130	4.1	3,130	4.1	19	4.1	
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	3,050	4.0	2,900	3.8	16	3.8		2,440	3.2	2,210	2.9	13	2.9	
ABC SPEC REPORT(SUS)	2	12.00-12.02PM	12.00														
CBS IN THE NEWS- 8.26AM-SUN.		8.26- 8.29AM	8.15	990	1.3	760	1.0	8	1.0		1,140	1.5	1,070	1.4	12	1.4	
CBS IN THE NEWS- 8.56AM-SUN.	1	8.56- 8.59AM	8.45	1,220	1.6	1,070	1.4	9	1.4								
CBS NBA BASKETBALL GAME	1	2.00- 4.23PM	-GRID	7,710	10.1	2,750	3.6	11									
			4.15					4.8*	13*	4.9							
NBC NCAA CHAMP. SERIES-SUN-1(S)	1	1.00- 3.02PM	-GRID	12,130	15.9	6,030	7.9	26									
NBC NCAA CHAMP. SERIES-SUN-2(S)	1	3.02- 5.12PM	-GRID	13,810	18.1	6,940	9.1	25	8.4								
			5.00						10.8								